

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXII, No. 13 NEW YORK, SEPTEMBER 24, 1925

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B. A. I. S. 1925 with
N. W. Ayer & Son

The Judgment of Paris

IN PARIS live the most critical women in the world. They make of living an art. Is it not significant, then, that you find so many smart women there who will use no extraits, eaux de toilettes, poudres and accessoires save those that come from Fioret?

When Fioret, Inc., New York, sought to make Fioret products available for the women of America, they selected Advertising Headquarters to weave the spell of enchantment. Because "Though you walk with solid footsteps, you, too, see visions and dream dreams."

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





Here's a Service You Couldn't Buy for a Million Dollars

FORTY trained field men, in forty great jobbing territories, are working for you—if you'll use them—to perform a service that can hardly be valued in dollars and cents. It's a service that you may have failed to appreciate because it is offered cost-free.

These men are in intimate touch with **YOUR** markets, and with the key organizations that control them. They know local conditions, from crops to politics. They get close to the real buyers, because they have nothing to sell them.

They are prepared to give you a clear picture of your market in any section of the United States. The vital sales information, strictly localized, will be put into portfolios for your salesmen to carry. The combined information from all territories—your *national* market—will be put into more elaborate portfolios for the heads of your sales organization.

There isn't another service like this in the agricultural field. You can't buy it at any price. It would cost you a fortune to duplicate it for yourself. Its use will imply no obligation on your part, but we believe it will show you the vital importance of the rich, agricultural market for your products, whether you sell kitchen cutlery or grand pianos.

Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
The Farmer, St. Paul
The Breeder's Gazette
The Progressive Farmer
The Prairie Farmer
The Wisconsin Agriculturist
The American Agriculturist
Wallaces' Farmer
Hoard's Dairyman
The Nebraska Farmer
The Pacific Rural Press

You can reach two million of the best homes in that agricultural market—with one order, one plate, one bill—through the

STANDARD FARM PAPER UNIT

Standard Farm Papers, Inc.
Wallace C. Richardson, Gen. Mgr.
307 N. Michigan Ave., Chicago

Wallace C. Richardson, Inc.
250 Park Ave.
New York

San Francisco, 547 Howard Street

*Your Sales Problem is National—That of Your Dealer
is Local—The Standard Farm Paper Unit Meets Both*

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PRINTERS' INK

Registered U. S. Patent Office

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NEW YORK, SEPTEMBER 24, 1925

No. 13

Organizing a Business to Give Advertising a Chance

Before Advertising Can Make Good, the Sales Point of View Must Be Carried through the Entire Organization

By D. M. Hubbard

FOR eighteen months, the Nor-dyke & Marmon Company, of Indianapolis, has been passing through practically all the stages of rebuilding and reconditioning a business that is seventy-five years old. What this company has done is being watched closely by the automotive world. However, any manufacturer who is concerned with making advertising a factor in his success can study what has been going on at Marmon with profit. In doing so, he may gain some new idea of what a manufacturer owes himself in the way of examining his own methods and especially in the way of putting salability into his product.

In a little more than a year, Marmon has:

1. Cut overhead costs 70 per cent.
2. Brought about turnover of inventory at the rate of 10.28 times a year instead of four times.
3. Spent \$1,000,000 more than before for raw materials to put into its cars and at the same time cut the selling price of each car \$1,000.
4. Taught 1,291 men how to do the work that 5,800 men used to do and do it better.
5. Adopted a compensation plan that pays workmen for perfect work only.
6. Cut down by 63 per cent the number of motor trucks hauling from freight houses, etc., to the factory.

7. Increased the dealer distributor organization 20 per cent and strengthened it.

8. Increased shipments of cars in the last six months 99.04 per cent without bringing dealer stocks above normal.

9. Laid the foundations of more consistent advertising than the company has ever had and put the business in such condition that advertising in the future has a real opportunity to produce.

10. Enjoyed a period of more profitable operation and greater sales success than the company has ever known.

In order to get at the fundamental reasons for these accomplishments it is necessary to go back and consider, for a moment, certain advertising principles.

Advertising, today, is receiving a more important share than ever of the time and attention of industry's busiest executives. Details and matters of technique still belong to the craftsman. They always will belong to him. But decisions and plans concerning advertising, because they tie in so closely with matters of finance, production and the conquest of new markets, now come from the top rungs of the ladder.

It would be a comparatively easy task to compile a long and convincing list of company presidents, chairmen of boards of directors, and other key men, who are making themselves thoroughly familiar

with advertising. And that is a healthy indication. For it means that advertising will be better understood. Consequently, it should be more intelligently handled.

It means, too, that more businesses will be organized so that advertising may really have a fair and square chance to make good.

Some three or four years ago, an advertising solicitor named Warren used to drop off the interurban to call on a small manufacturer of wire fencing. In all his negotiations he talked with a young fellow who had charge of the company's advertising and other sales promotion. No one else knew much about these matters. No one else showed any interest in them.

As a matter of fact, the company never spent much for advertising. But whenever there was a contract to be placed, this friendly young chap in the twilight zone between executives and clerks was the one who had to be sold. Apparently he made decisions. So Warren concentrated on him.

Poor health took Warren off the job. When he came back a couple of years later, he found some changes. The company had marched right ahead. As an advertiser, it was trotting along. His old acquaintance was now a full-fledged advertising manager and the head of a small department.

Warren's greatest surprise came the first time that he mentioned a schedule of advertising for the new year, which was only a few months distant. It would be necessary for him to sell, not only the advertising manager, he learned, but two or three others higher up. "I'll arrange an interview with the

president or our treasurer, if you can be in town until tomorrow," the advertising manager told him. "You'll have to see them. You understand," he explained, "we are spending a lot more than when you used to drop in a couple of years ago, and not a nickel is spent until the big boys who run the company say, 'Go ahead.'"

That situation today is not un-



NEWPORT or NEW MEXICO
—it's all the same to a Marmon.

ONLY MARMON PROVIDES MAXIMUM BUYER'S BRIEF

ONE OF THE CURRENT SERIES OF ADVERTISEMENTS,
WITH DOMINANT EYE APPEAL

usual. On the contrary, it is becoming rather typical. If there is any single reason for this new condition, it is simply that executives are realizing better than in the past that it is no longer enough to make a good product. The product must be sold after it has been produced. That is why advertising now occupies a place near the top of the list of subjects which manufacturers feel that they must find time to consider. Where the sales viewpoint prevails, advertising establishes itself as a major factor.

Having passed beyond the stage



A New Market

TO most advertisers not using it, The Christian Herald presents practically a *new* market.

Any new market is desirable, but when such a market includes many of the most influential factors in the wealthy, but loosely covered, small towns, it becomes a necessity.

Would you like to see our figures on duplication?

Christian Herald

Bible House

New York

GRAHAM PATTERSON, *Publisher*

Paul Maynard, *Adv. Mgr*

where they question the value of advertising as an economic means of influencing and to some extent controlling sales, manufacturers are chiefly concerned with ways and means of using it. At this point, it is possible to turn advertising over to the technician, to the artist, the writer and the typographer. Then, the manufacturer and his executives can start to organize the business in order that the advertising may have a maximum chance to make good.

A RELIC OF OTHER DAYS

Now, to return to Marmon. The visitor at the Marmon plant, if he has an eye for details, is apt to conclude that the one-story shed or warehouse where incoming materials were formerly received is the most insignificant and unimportant part of the works. And he will be both right and wrong. As a factor in sales promotion it appears to be nil.

As it stands today, this warehouse is relatively unimportant. Certainly, it makes no appeal to the visitor's interest or imagination. The sightseer gives it an unseeing glance and goes along. There are no batteries of machines cutting, grinding and shaping raw materials. No gleaming motor car bodies swing and slide nicely into place on their chassis. The roar and color of basic metals being transmuted into living mechanisms are lacking.

All of these are elsewhere in the plant. Here is only drab, half-empty storage space, inert and unimpressive, quiet and, by contrast with its surroundings, half asleep.

Yet, paradoxically, this receiving shed is the most significant place in the factory. For it represents sweeping changes in basic organization plans, radically different production policies and finally an entirely new sales viewpoint. It stands for revision and realignment, new economies in administration and shop overhead which, passed along to purchasers, have opened up new markets for Marmon cars and given Marmon advertising a real chance to make good.

This half-empty receiving warehouse is a remnant of the old

order at Nordyke & Marmon, a milestone by which progress can be measured. Eighteen months ago, it was filled to the eaves with materials and busy with workmen and clerks. At that time, it typified a business so weighed with overhead that the shrewdest selling and the soundest advertising could not help it much. Now, it stands for a business which has trimmed its sails, thrown much of the overhead overboard and maneuvered itself into a position where advertising can help, and is helping, it win the place in motor car markets the company believes it deserves.

The sleepy receiving warehouse is a marker of how far the pendulum swung toward the state of mind that thinks of manufacturing a product and forgets the marketing of it. And as such, as a symbol of what management owes to itself before it undertakes to use advertising, it possesses sharp significance.

It is worth while asking the question: "How often do advertisers give their advertising a fighting chance to do all that they expect it to do?" If the truth be told, the answer must be: "Not often." Too many still look on advertising as something which pretends to be more than simple common sense in distributing merchandise. They look on it as a wonder-working reserve stock of something that will produce sales in volume, will open mass markets, level prejudices, cast out doubts and misinformation, lower selling costs and make many dollars in profits grow where there were few, if any, before.

If an advertising appropriation does not do any or all of these things, it is likely, oftentimes, to be branded a failure.

The rumors which go the rounds about this and that advertising failure generally have their basis in conditions which, when analyzed, indicate that there was little real appreciation of what advertising is or what it can do. Defects in the product itself, wastes in making the product which must be paid for in the end by the consumer, too many curves instead of

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"Pretty snarky, but will it write?"

"Write, you young half-wit? This pencil is so darned good it'll almost read."

"Be yourself, you big gorilla! I suppose it'll sit down and do your geometry lesson for you too."

The affection and loyalty a boy has for his pocket possessions, like pens and pencils, is almost beyond belief. He'll defend them from the slurring and kidding attacks of his friends. He'll vaunt the superior qualities of his favorite brand until eventually the whole bunch will want one "just like Dick's."

Such gang spirit and high-pressure enthusiasm is mighty valuable support in selling. You can win it for your line by advertising in **THE AMERICAN BOY**.

Half a million young readers. Practically all of them in high school—80 per cent. Every one of them writing and using some kind of pen or pencil every day—about nine months out of twelve. All at the impressionable, affectionate age when they are forming habits and prejudices, for and against. Let it be "for" your line through advertising in **THE AMERICAN BOY**! To this, their own publication, they pay youthful allegiance. Its heroes are their heroes. And the advertising they meet thereby gains their confidence, affection and support.

Put the prestige of twenty-five years' friendship with successive generations of boys behind your advertising. Tell them your story in the magazine of youth—**THE AMERICAN BOY**. Copy received by October 10th appears in December.

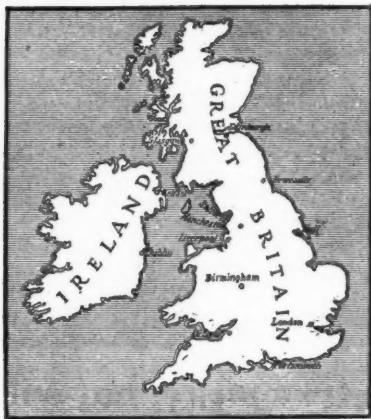
The American Boy

The Biggest, Brightest, Best Magazine for Boys in All the World

Detroit

Michigan


Four Days out of



The British edition of "Population and its Distribution," a compact analysis of the British market, has just been completed. We shall be glad to send you a copy upon request.

J. WALTER
ADVERTISING

every week-England must seek her food supply overseas

O feed her dense population of 47,000,000 people England is a constant and heavy buyer of foreign food products of all kinds. Her own soil yields less than half enough to supply her needs.

American manufacturers alive to this opportunity are building up increased sales volume in this great market.

One canned food product, for sixteen years a leader in America, entered English markets four years ago. In the face of vigorous competition from similar articles already established, it has achieved a large and growing volume.

Another food product grown in the United States has within eighteen months captured 25% of the British market on this particular product, acknowledged the most competitive in the world.

The experience of the J. Walter Thompson Company with these and other products selling in Great Britain and on the continent has shown that the same principles that have won leadership in America will achieve success abroad.

THOMPSON CO.

NEW YORK CHICAGO BOSTON CINCINNATI
SAN FRANCISCO LONDON

Unregistered Trade-Marks Are in Grave Danger

A Number of Recent Cases Furnish a Strong Argument in Favor of Immediate Registration

*Washington Bureau
of PRINTERS' INK*

A NUMBER of cases of trade-mark opposition, recently filed, furnish the strongest kind of argument in favor of the immediate registration of valuable marks. According to Patent Office officials, there are thousands of registrable marks in use today, some of them exceedingly valuable, that have not been filed for registration in the trade-mark division. And, theoretically at least, nearly every one of these marks is in rather grave danger because of a provision of the act of 1905 regarding the protection of corporate names.

The condition has arisen because of an application of the law which evidently was not intended by those who drafted the provision applicable to corporate names, nor by Congress when it passed the legislation. Nevertheless, under the act, a company or an individual may take almost any valuable unregistered trade-mark and, by making it a part of a corporate name, not only prevent the registration of the mark, but also prejudice the owner's legal right to his property. The thing has been done a number of times and the practice is becoming more frequent.

Just why so many valuable marks are unregistered is a mystery. Many owners, perhaps, suppose that the common law fully protects their interests; but there is not the slightest doubt that an owner's rights are impaired when his mark becomes a part of another's corporate name. Previous registration of a mark is the best possible evidence of the owner's rights within the classification of his goods, and registration gives him the legal power to prevent the use of his mark in another's corporate name within his industry, besides furnishing a powerful fac-

tor in the protection of his trade-mark property rights under the laws governing unfair competition.

The evidence in numerous court and Patent Office cases strongly indicates that the provision of the law has been used to take an unfair advantage of the carelessness or ignorance of the owners of valuable unregistered marks. In other cases, the working of the entire proposition is shown although there is no suggestion of unfairness on the part of those involved. The recent case of The Cracker Jack Company in opposition against Aspegren & Company undoubtedly belongs in the latter class. In this case, the Patent Office held that Aspegren & Company, Inc., of New York City, is not entitled to register, under the Act of 1905, the word "Crackerjack," as a trade-mark for lard substitutes, since the word constitutes the corporate name of The Cracker Jack Company, of Chicago.

AN ANALYSIS OF THE OPINION

There are several very significant phases of this opinion. In the first place, the fact that the goods, lard substitutes and a popcorn confection, are entirely dissimilar, had no effect whatever on the ground of the decision, so far as registration under the Act of 1905 is concerned. The Assistant Commissioner of Patents, in giving the decision, discussed certain evidence that was held to be sufficient evidence of the incorporation of The Cracker Jack Company, and continued:

"Moreover, on May 28, 1924, prior to the filing of the notice of opposition, The Cracker Jack Company filed in this office a certified copy of its articles of incorporation under the seal and signature of the Secretary of State of Illinois. If the opposition were dismissed, we would have to refuse

"Brunswick" Writes to The Des Moines Register and Tribune-News

"We have been agreeably surprised at the many favorable comments we have had on the use of your newspapers from our dealers in every section of Iowa. There is no doubt in our mind that your circulation has a powerful sales influence throughout the state.

Signed:

The Brunswick-Balke-Collender Company,
Harry B. Bibb, Sales Manager,
Chicago Division."

Iowa merchants everywhere know the power of The Des Moines Register and Tribune-News advertising. They're quick to co-operate when a product they stock is energetically advertised in The Des Moines Register and Tribune-News—just as did the Brunswick Iowa dealers.

The great majority of national advertisers use The Register and Tribune-News exclusively in Des Moines.

registration in view of this certificate on file. In view of these facts, I have no hesitancy in holding that the opposition should be sustained on the ground that applicant's mark is the name of a corporation and inhibited from registration by the statute.

"Applicant urges that it has used the mark since prior to opposer's date of incorporation and, consequently, that its mark should be registered. The statute, however, has no such restriction, but it is clear that a mark cannot be registered if, at the time the application is filed, it is the name of a corporation."

When the importance to the applicant of a case of the kind is considered, it is astonishing that about 4 per cent of all Patent Office opposition cases are based on corporate name claims. As a basis for such a claim in opposition, the corporate name must be on file in the trade-mark division of the Patent Office. And all of the trouble so far has been caused by only 1,522 corporate names on file (this total is of September 14, 1925).

Another of many cases of record illustrates the loss that may result from a failure to register a good mark as early as possible. Since 1913, "Royal" has been used as a trade-mark for account and blank books and other products of the kind. But application for its registration was not made until recently, and was refused by the Patent Office on June 25, last, because of the opposition of the Royal Varnish Company. The ground of the refusal was that the mark was the corporate name of another company.

In this case, the mark in question, so the evidence showed, was in use for two years prior to the passage of the Act of 1905, which provides for the registration and protection of corporate names.

The tendency of the courts has been to interpret the act literally, despite the fact that the results under discussion were not intended. Recently The Wahl Company took advantage of this condition in an unusual manner.

Several years ago, the company secured registration of its trade-mark, "Eversharp," as applied to automatic pencils. Later, the American Safety Razor Corporation adopted the same mark for its products; but did not apply for registration for some time.

In the meanwhile, if registration had been applied for, opposition on the part of The Wahl Company probably would not have been sustained because of the dissimilarity of the goods. But The Wahl Company built up a stronger wall of defense; it reincorporated under the name "Eversharp Pencil Company" and thereafter, on the basis that its trade-mark was a part of a corporate name owned by it and registered in the trade-mark division of the Patent Office, prevented the American Safety Razor Corporation from registering "Eversharp" as a mark for its products. The opposition was sustained by the Court of Appeals of the District of Columbia.

It is obvious that an action of this kind circumvents a provision of the trade-mark laws, which allows the registration of identical and similar trade-marks for dissimilar goods and aims to prevent the monopolizing of words of the language for commercial purposes. Therefore, it may be assumed that, at some time in the future, the condition will be corrected either by amendment or an entirely new statute. But, in the meantime, it is evident that the condition makes the registration of trade-marks more desirable than ever before.

Allis-Chalmers Appoints Gardner Agency

The Allis-Chalmers Manufacturing Company, Milwaukee, manufacturer of power, electric and industrial machinery, has placed its advertising account with the Chicago office of the Gardner Advertising Company.

This agency also has been appointed to direct the account of The Walbert Manufacturing Company, Chicago, maker of radio equipment.

L. W. Ellis to Leave McCann

Lynn W. Ellis has resigned as vice-president of The H. W. McCann Company, effective September 30. He has been with the McCann agency for a number of years and was elected vice-president in 1919.

Wisco

Milwaukee—First City in Diversity of Industry

Selling Milk In the Cream City—

AFTER six months of consistent advertising in the Roto-Art Section of The Sunday Milwaukee Journal, the Trapp Brothers Dairy Company reports more new customers per dollar invested than from their previous advertising efforts in other media. Like all consistent users of Journal Rotogravure, Trapp Brothers Dairy Company gets more results at a lower cost per sale because of the universal interest in this Sunday pictorial section by more than a half million readers of—

The Milwaukee Journal

FIRST—by Merit

Wisconsin—First State in Value of Dairy Products

A Sunday . . .

With a

THE Radio Section of the Sunday Chicago Herald & Examiner acknowledges the importance of Radio as a source of entertainment and education. Its cultural influence in the family, especially where there are children, is fully recognized in this best of all Chicago Sunday Radio features.

Chicago Herald

NEW YORK: 1834 Broadway

Radio Section

Constructive Policy

MANUFACTURERS of radiophone equipment and accessories will see in this policy one of the big reasons why the Sunday Chicago Herald & Examiner is the strongest and best medium for Radio advertising in the Chicago territory.



Circulation Is Power . . .

"BUY IT BY THE MILLION!"

and Examiner

SAN FRANCISCO: Monadnock Bldg.

Rip Van Winkle Buys a Bond— Maybe—

when—or if—he wakes up. The modern Rip Van Winkle isn't quite asleep—he is only behind the times. For one thing, he reads today's news in tomorrow's paper.

Fortunately, the tribe of Rip is rapidly decreasing. The up-and-coming citizen who is financially competent to buy good bonds, is financially competent because he keeps up with the times. He reads *today's news today*.

In Chicago there are thousands of these up-to-the-minute citizens, and they constitute the greatest actual and potential market for investment securities in this territory.

They are the "maintenance market" that absorbs securities for investment—and without them "there ain't going to be no bond market."

These consumers read *all today's* market and financial news *today*—in the "Final Edition" of The Daily News—twelve hours earlier than they could receive the *same* reports in any morning newspaper.

To reach these investors when their interest in financial matters is keen, and they have time to wisely select their investments, advertise in

THE CHICAGO DAILY NEWS

First in Chicago

N. B. Send for free copy of "Safeguarding Your Future," containing eighteen radio talks on sound investment by members of the Investment Bankers Association of America, and broadcast from The Daily News Station WMAQ. Address The Chicago Daily News, 15 N. Wells St., Chicago.

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Why I Won't Permit Manufacturers to Work with My Salesmen

This Jobber Is Opposed to Subsidies for His Sales Force

By a Jobber

A FEW years ago, I thought I had a solution to the problem of getting more pay for my salesmen. The idea was to permit manufacturers to pay them a bonus for this and a little commission on that, so that a hard-working salesman could make \$25 to \$50 extra money, which didn't come out of my pocket.

I permitted the practice to continue for some years. Finally, the end came when I found that my sales force was pledged to a half-dozen manufacturers, all of whom were either corresponding direct with my men or, through their local sales representatives, were loading my men down with a mass of detail on their particular lines which made it impossible for me to get their undivided attention. Here I was, paying salaries and traveling expenses for my men and really keeping them in the field, but for the sake of a possible \$5 or \$10 extra during the month or for the sake of winning a radio set by selling a certain amount of fly spray during the month of June, they were actually neglecting the job for which I paid them.

While I put an end to this, I also stopped the practice of allowing specialty men to travel with my men in the machines which I provide and for which I buy gasoline.

Theoretically, it is a fine thing to have a manufacturer of a new and unknown brand of cocoa send his salesmen to cover the territory with my men. And it is a nice thing for a salesman of mine to collect \$3 each night as automobile hire from the specialty man.

Also, it is nice, in theory and on paper, to have the high-priced advertising man of the can-opener and bottle-opener manufacturer write one of his high-

powered letters each week to each of my men.

Then, too, it is good co-operation on the part of the manufacturer of washing powder when he takes the home addresses of my salesmen and sends each man's wife a generous sample, following it up with an interesting series of letters and then a prize contest, whereby the salesman's wife has a chance for a trip to Atlantic City if her husband leads the force in the sale of Quick-'N-E-Z soap powder.

Also, it is pleasant to have some manufacturer of a new bottled product send me a certificate showing that I am the sole and lawful owner of 100 shares of common stock in The Vimvigora Corporation. Naturally, the common stock at present is worth nothing, but if I can move heaven and earth and can get my sales force to do the same and can also induce several thousand other distributors to move heaven and earth and can hold the noses of some millions of free-born American citizens while millions of bottles of the liquid are poured down their throats—if all of these things can be done by me, then one of these days I may hope to see this stock listed on the Chicago Exchange at 1¾ bid, 1½ asked.

THE JOBBER IS THE LOSER

All these, and a dozen and one other fine examples of manufacturers' co-operation now mean nothing to me except that when all is said and done, the poor jobber finds himself the probable loser. The jobber, as in my case, finds that he has not only loaded himself up with merchandise for which there is no demand, but he also finds that he has practically turned his men over to such

a manufacturer, and during that time, has, to a large extent, lost their interest in his business in general.

Take, for instance, the matter of the fly killer. For years, when the proper time of the year came around, we booked our fair share of business on the well-known fly killers. But I let a human dynamo, who ought to have been a political spell-binder, get my sales force into a pleasant evening meeting, and within an hour, the sales force, by a rising expression, had assured me that it could easily take on and place one car of the fly-killer—that it meant a nice little piece of change to each and every man, a nice profit to the company and a radio to the champion.

Well, I must say that the men did mighty well, at that. They placed 80 per cent of the car. But the unfortunate part is this—when we come to take our inventory next winter, 99 per cent of that unsold portion of the car will still be with us. And when next spring comes, it is going to be extremely hard to get rid of that small amount of stock on hand. In the meantime, it is eating up space, eating up interest charges and, for all I know, the goods may never repeat at all. Also, during the month's drive, where did I come in? True, on paper, we probably made all of \$108 more than on the same amount of other fly-killers, but what did we get for that sum? I know one thing we did not get and that was the minds of our men on the articles we particularly wanted to sell.

And speaking of that other means of sponging, namely, the turning of a sales force into a taxi crew, that is all done and past. I feel that it is a practice which is as bad for the manufacturer as for the wholesaler. I failed to realize the utter folly of this sort of thing until a good retail customer of mine said to me: "I don't mind having your man call on me, but I surely did feel that it was being overdone when last week he brought in a

gang of three specialty men. It took me the better part of an hour to listen to their combined stories and then I bought a case from each man just to get rid of them. It took up an hour of your man's time, and yet he had already spent half an hour with me on your line. But that means your man spent two-thirds of his day waiting for specialty men. Of course, carrying those three men brought him in \$9 extra that day. But if he can coin money like that hauling men around, why shouldn't he get a bus and carry a dozen or more? It would be fairer to all concerned for him to be in the taxi business instead of on your pay roll."

NO TIME TO WASTE

As a matter of fact, I know that many of the really worthwhile jobbers' salesmen will not carry specialty men. They haven't the time to do it. The jobbers' salesmen who work a full territory and attend to business, work much longer than the regulation eight hours a day. They come nearer working ten to twelve hours on an average. And they can't afford to stand idly by for a total of three to four hours a day, waiting for specialty men to do their acts.

Also, I have talked to many a fine specialty man who assures me that he cannot afford to tie himself down to traveling with the jobber's man. Such a salesman is good enough at his trade to be able to stand on his own legs. He does not have to be conducted personally and introduced by a jobbing man. He cannot afford to sit by while the jobber's man is talking his regular line to the dealer. He knows that the rule is that the specialty man is introduced last, and he does not want to try to sell a dealer who has already been put through a jobbing line.

It is true, too, that the best thought among modern sales management is all against having the missionary sales force work the territory regularly with jobbers'

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men. The sales manager of a large, national organization recently told me that now and then, in the case of opening a new market, they found it helpful to have one of their well-trained men work for a day with a good jobbing man, in order to teach the jobbing man the fine points of the product but as a steady diet, he said, it was a waste of time and money for all concerned.

Now, coming to the matter of special allowances to my men. I know that the \$5 and \$10 or so a month that the manufacturer ostensibly pays to my men really comes out of my own pocket.

For instance, for years we have sold a standard line of spices and extracts and cocoa. Then, a new line came along and the concern putting it out was willing to pay my men a little bonus on each case of goods they sold. It was a nice, friendly proposition. The man who came to see me pointed out that his house had not the money to carry on a great advertising campaign. He admitted that the line needed the interest and effort of the sales force. It showed me a better profit and also showed me a good bonus arrangement for my men. The thing looked fine. We went into it.

Later, we were glad to be rid of it. Thorough investigation proved many things. In the first place, the line, as a whole, did not give the same satisfaction as the other line. And when it came to considering the few cents a pound on bulk spices which my men made, I felt satisfied that they would be doing our company a lot more good and thus, in the end, helping themselves far more, by passing up these little sums and sticking to the main job.

After all, the manufacturer who is subsidizing the salesman, P M'ing the clerk, slipping a little something here and a little something there, is only befogging the issue. The truth is that his merchandise does not sell as it should sell, for one reason or another. His quality may not be quite right. His service may not be what it

ought to be. For one reason or another, he is not able to sell purely on quality, service and list price. So he finally admits these things and starts in to buy my sales force.

Now, I am paying my sales force to work for me—not to work for him. It is too bad that his quality or service or whatever it is, is below par. I am sorry for him. But he is not doing me any favor when he tries to sponge my men and for a few cents subsidy undertakes to swing them from complete loyalty to my lines and induce them to work off his products and, for the sake of a few dollars a month, smooth over the defects in his quality and service.

IS THIS BEING COLD-BLOODED?

Of course, the argument is that so often the new manufacturer simply has not the money with which to finance his sales program. That may be true. And I may be construed as being cold-blooded when I point out that that is his lookout; not mine. It is always a question whether a man who has not adequate capital ought to be in business or ought to try to expand beyond the point which the capital he does have will permit.

Any two or three or four cents per pound that a manufacturer might want to give to my men or to retail store clerks, had better be figured off the list price to me. Then, I can put down comparative net prices between the lines I am handling and the new line and decide for myself if the lower price overcomes the inferior something somewhere else.

This inferiority may not be in quality at all. But it may be an inferiority in service or in consumer demand. And inferiority in consumer demand is, in many ways, as great an inferiority as quality inferiority. From the standpoint of a jobber, a piece of goods must not only be of definite quality but people have to know that it is of a certain quality.

There may be other canned soups as good as Campbell's. There

probably are. But not enough people know it to make it pay me to find such a brand and push it. I have no quarrel with the man who assures me that the quality of his cough drops is as high as Smith Brothers. In fact, I don't eat many cough drops anyway. I sell them. So I assure him that his job isn't to convince me, but to convince the buying public. And I don't want him to try to convince the buying public via the means of paying my men a cent per box of thirty-six cartons.

Neither am I interested in any free common stock handed out to me. If it is free, it is worth that much, and no more. It is true, if I put my shoulder to the wheel and everybody else does the same thing, I can make those shares worth something some day. But the same amount of effort will do as much and more in my own business.

So, take it all around, I have trimmed off all the fringes and when a salesman comes to sell me something that he admits won't sell without this and that in the way of an advertising allowance or a special bonus and what not, then I tell him to figure up for me the gross value of all these things and subtract the amount from his first asking price to me and then tell what it nets. Then I can talk to him because I'm doing my own buying and my own selling.

Under these latter conditions, I can get my men into my office on Saturday and say: "Boys, I want you to push this and that this coming week." And instead of their working together with some sales representative from some concern which is giving them three cents a pound, I can say to them: "I've made a good buy on a car of corn plasters. I bought them right. I want each of you men to pledge yourself to sell so and so many cases this coming month. And I'll be looking over the orders personally."

Then, at the end of the year, I can look over my own profit and loss sheet. And I can look over my own sheet showing what each salesman has done. Or has not done. Then, I can call in Bill and

Pete and Joe and the rest of them, one by one, and say to each: "When I asked you to move fifty cases of corn medicine, you fell down on me." Or "when I asked you to sell fifty cases, you came through with seventy-five. Just for that and a few more similar performances, you have helped me make money. And I'm giving you your share of it. Here's a little extra cash for you. May you do the same and better next year."

The salesmen are better off and I am better off and our customers are better off than if the salesmen get a dribble of little bonus checks from a score of concerns and a collection of Ford bumpers, radio ear-phones, ladies' rings and other things too numerous to mention.

Paige-Detroit Appoints Brooke, Smith & French

The Paige-Detroit Motor Car Company, Detroit, Mich., Paige and Jewett automobiles, has appointed Brooke, Smith & French, Inc., advertising agency, also of Detroit, to direct its advertising account, effective November 1. Newspapers, trade papers and direct mail will be used.

Harford Powel, Jr., Editor, "The Youth's Companion"

Harford Powel, Jr., for the last three years with Barton, Durstine & Osborn, Inc., advertising agency, has been appointed editor of *The Youth's Companion*. He formerly was editor of *Collier's* and *Harper's Bazar*.

De Forest Radio Account for Rankin Agency

The De Forest Radio Company, Jersey City, N. J., has placed its advertising account with the New York office of the Wm. H. Rankin Company, advertising agency.

Coppes Brothers & Zook Appointment

Coppes Brothers & Zook, Nappanee, Ind., manufacturers of Napanee Dutch kitchenets, have placed their advertising account with Henri, Hurst & McDonald, Chicago advertising agency.

Roofing Account with Griffin, Johnson & Mann

Holorib, Inc., Cleveland, maker of insulated roofs, has appointed Griffin, Johnson & Mann, Inc., New York advertising agency, to direct its advertising account.

Philadelphia

is America's third largest Automobile Market

With a population exceeding three million within the city and suburban trading zone, Philadelphia is very important in your consideration of your advertising campaigns.

There are more than 520,000 separate dwellings in Philadelphia, Camden and their vicinity, and according to a study of the car registration figures of the U. S. Bureau of Public Roads compared with the data on homes compiled by the U. S. Bureau of the Census, cities and states which have the most autos in ratio to population also have the highest percentage of dwellings owned by their occupants.

Philadelphia leads all the big cities in the number of homes owned by occupants, and automobile sales in this market prove the accuracy of the foregoing paragraph.

Your sales in the Philadelphia territory will be increased if you will follow the plan of most of Philadelphia's advertisers, that is: concentrate in the newspaper nearly everybody reads, **THE EVENING BULLETIN.**

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

526,796 copies
a day

Average daily net circulation for six months ending March 31, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.



New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street
Kansas City, Mo.—C. J. Edelman, Verree & Conklin, Inc., 1100 Davidson Bldg.
(Copyright 1925—Bulletin Company)



RODNEY E. BOONE



HERBERT W. BEYEA



ALFRED G. EAGER



LOUIS C. BOONE

In New

Eight men, each skilled in advertising and merchandising, comprise the staff of the eastern advertising offices of the six new papers in this group located in new quarters at 9 East 40th Street, New York City.

These men are at the service of eastern advertisers. They are thoroughly

RODNEY BOONE

Eastern Advertising Representative

9 East 40th Street

Telephone Hill 6

CHICAGO EVENING AMERICAN WISCONSIN

BOSTON AMERICAN ROCHESTER

DETROIT TIMES SYRACUSE

Offices

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ODNBOONE

a Ad Representative

New York City

Tele. Hill 6100.

AMERICAN WISCONSIN-NEWS
ROCHESTER JOURNAL
SYRACUSE TELEGRAM



HAROLD A. STRETCH



JOHN H. BAUMANN



FRED M. VAN GIESON



WALDO S. KEMP

For your files—

**Nation's
Business and
Forbes Condition
Maps for every Month
since Jan. 1925—
all compiled in
one Circular**

ARE you well posted on the 1925 business history of the United States? Then you have very probably followed with interest the condition maps published monthly by Nation's Business and Forbes.

In our latest circular, "Where Authorities Say That Business Is Always Good," we present a compact panorama of these valuable maps, month by month, giving the complete story of 1925 trade up to date.

The Oklahoma Farmer-Stockman will be glad indeed of the opportunity to give you a copy of this circular. Just indicate your desire on the coupon below!

**Oklahoma's
only
farm
paper**

The OKLAHOMA FARMER-STOCKMAN

OKLAHOMA CITY
CARL WILLIAMS, Editor
RALPH MILLER, Adv. Mgr.

Please send "Where Authorities Say That Business Is Always Good" to me without cost.

NAME.....

BUSINESS.....

ADDRESS.....

*Last Year
Oklahoma
was fifth
among all
States in
value of
all crops*

E. KATZ SPECIAL ADV. AGENCY: New York, Chicago, Kansas City, Atlanta, San Francisco

A Direct-Mail Campaign Brings Ford into Aviation

An Advertising Story Is Back of Ford's Purchase of the Stout Metal Airplane Company

By David R. Erwin

BECAUSE William B. Stout, former newspaper and advertising man, could still plan and prepare an extremely effective direct-mail campaign, despite the fact that he had turned inventor, Henry Ford has entered the airplane industry and aviation has been given its biggest boost since Wilbur Wright made his first successful flight.

That, in brief, is the story back of the recent announcement that Ford had purchased the Stout Metal Airplane Company with the intention of manufacturing airplanes and developing commercial aviation on a big scale. It is the story of a very intelligent sales campaign that produced surprising and tremendously important results.

Like most inventors, William B. Stout had ideas, but not money. So to Detroit he took his all-metal monoplane with its wing structure enclosed. And there, just as carefully and methodically as he had worked out his problem of developing an idea into an airplane, he worked out a plan for raising enough capital to produce his plane.

He concluded that since he was unknown, he could get nowhere by beginning with personal calls on the men he hoped to interest. Consequently, he decided that the most effective plan would be a direct-mail campaign, followed by calls on the men who had shown any interest in his project.

Stout wisely decided that before he could sell his idea he would first have to educate his prospects on the rudiments of aviation, airplane design, and commercial aviation. The course in aviation took the form of two series of letters. The first series was devoted to the fundamentals of aviation and airplane design and

the second to the possibilities of aviation transportation. The letters were short. Very few ran more than one page. Nearly each one was a one-idea letter.

Stout wrote in an easy, discursive style. He rarely resorted to argument. When he occasionally got down to brass tacks he used a very light hammer. He carefully refrained from too much technical stuff. But when he did touch on technical subjects he did it in such a way as to indicate his complete mastery of them. He reasoned that if he could persuade his prospects to study his correspondence course in aviation, and warm, ever so slightly, to the possibilities of commercial aviation, he would have accomplished a great deal, and could safely leave the rest to personal calls. The most salient points of each letter were illustrated with simple line drawings, some in color.

So his campaign was characterized by a lack of high-pressure tactics, and by strict avoidance of any reference to possible profits to be made from his project.

A MAILING LIST DE LUXE

The campaign written, Stout then made up a carefully selected list of 100 of Detroit's wealthiest men. It was a very small list, and in making it so small Stout knew that, according to the law of general averages, he was greatly reducing his chances of success.

"But," he explains, "those 100 men were the most logical prospects, so I determined to concentrate my entire selling effort on them and attempt to nullify, temporarily, the law of general averages."

To each of these men he sent a preliminary letter in which, without even an attempt at indirect approach, he briskly attacked his

big task of interesting his prospects in commercial aviation. He reasoned that if a straightforward statement of the purposes of the campaign failed to awaken interest, the reader wouldn't be a good prospect anyway, and the succeeding letters would be wasted. So he started his first letter thus:

"If a man should walk into your office with the design for an automobile with the engine upside down, and under the seat, you'd know what to tell him, and you'd have authority. But if a man walked in with the design for an airplane with the engine upside down, and under the wing, what would be your answer, and what your authority?"

The letter then went on to state that the last few years had brought remarkable developments in aviation, that airplane designers had demonstrated the dependability of airplanes, that the airplane was proving its value as a commercial vehicle, and that the world was on the threshold of a new era of transportation, the era of aviation transportation.

"This letter," stated the last paragraph, "is the first of a series on aviation, and the possibilities of aviation transportation. If you would like the others have your secretary drop me a card and I'll send them on."

Now this letter, remember, was sent to only 100 men but it brought sixty replies; a mighty fine record of results.

Then, Stout began his correspondence course in aviation. The first letter was a simple lesson on flight.

"An airplane," it began, "is nothing more than a large kite held up by the force of the wind. A kite is dependent on a wind for flight. The airplane makes its own wind, creates its own cyclone, and then rides on it like a witch on a broom. The pull of the propeller takes the place of the pull on the kite string, and the most efficient plane is the one that will carry the most load with the least pull on the string, or rather, on the propeller."

That lead is almost schoolboyish in its simplicity. But how quickly it gets directly into the subject,

and how clearly it explains, in just a few words, one of the most essential basic principles of aviation.

"There is only one requisite for flight," the letter continued, "and that is that the wings have their centre of weight exactly at the point where the air supports them. The centre of gravity of the machine must be at the centre of air pressure. To explain:" Right here, Stout showed a flash of his keen knowledge of psychology. He knew that in every man there is a little of the boy and that boys like to "fool with things." So with the letter he included something for his prospects to "fool with," and explained in the following manner, what to do with it:

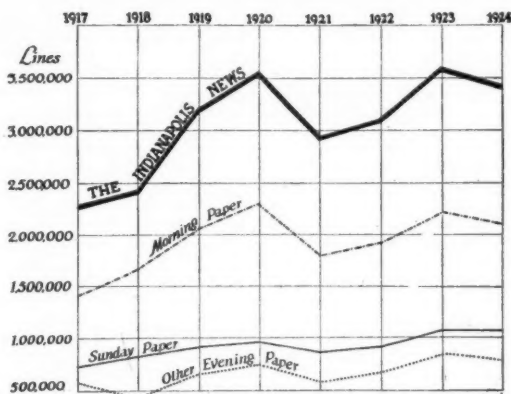
"Enclosed is an ordinary filing card. Draw cross lines on its face from corner to corner, as shown in the illustration. Where they cross is the centre of the card, and also the centre of gravity. Fold the card down its exact centre line, shown dotted, so as to form a slight angle, as shown above. Holding the card horizontally, drop it parallel with the floor. It will drop straight, without upsetting, because the centre of the air pressure comes at the centre of gravity, where our lines cross."

SIMPLIFYING INTRICATE FACTS

The letter next requested the reader to make different experiments by dropping the card at various angles, and explained that to get flight it is necessary to get the centre of gravity forward, to meet the centre of air pressure. This is an extremely important principle he followed in designing his airplane and he wanted to make it very clear, so he directed:

"Slip a paper clip on the front edge, as shown in the illustration, leaving about two-thirds of the clip sticking out in front. Now drop the card edge first, as before, and it will dart across the room in true gliding flight, with a smoothness depending on how true the surface of the card is. By bending one wing or the other you can make it go right or left. By bending both wings you can make it go faster or slower. (And

Classified Advertising



A REAL ESTATE firm recently sold 37 two-acre tracts through the classified columns of The Indianapolis News. Results were so encouraging that they are preparing 90 more to meet the demand.

Indianapolis News readers have been exceptionally responsive to News advertising for more than a half century. This is the simple explanation for the consistent preference of advertisers for The Indianapolis News.

Compare on the chart the margin of leadership in classified advertising held by The Indianapolis News in 1917 with the margin for the year of 1924! Classified, as well as local and national, advertisers testify with their dollars to the maximum effectiveness of News advertising in Indianapolis.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
The Tower Building

across the bottom of the page was a drawing showing the card in flight.) When you have made enough flights with this model so that you can make it do your will you have mastered all there is to the basic principle of flight."

One by one, Stout took up the various fundamentals of aviation: the importance of payload per horse power; how correct design makes for greater safety in landing; the effect of design on airplane performance; performances of various types of planes; wind resistance, the reduction of which probably is the most important single feature of the Stout airplane, and even the matter of how to fly a plane, and balance it to insure a maximum of safety.

These subjects are rather formidably heavy. But Stout discussed them in the simple, easy style of the first letter. And his small, but very effective illustrations did a great deal more than dress up the letters and attract attention—they enabled the readers to visualize quickly the points Stout wanted especially stressed. The first series concluded with an excellently written summary of the various points he had made.

The second series was a comprehensive discussion of aviation transportation and its possibilities. Dominating the series was this idea: "Aviation is to be the world's next great transportation industry."

Step by step, Stout moved along through his subject. By logical sequence and with convincing plausibility, he led up to the culminating point of the series: that, since commercial aviation was bound to come, Detroit could be made the aviation capital of America, and commercial aviation be given a tremendous impetus, by the organization of a company to manufacture an airplane of the right type. Then he briefly explained the subscription plan for his project. And then he did an astonishing thing. He warned his prospects that there was every chance that they would lose their money!

There remained the rather important detail of getting the money

from the men who had been reading his letters. But that proved little more than a matter of time and patience. For Stout's letters had won the confidence of his prospects and had sold the idea. When he began making his personal calls he met with almost universally favorable receptions. So it was not long after the campaign ended before the company was organized. The list of stockholders gradually increased until there were 120 when Ford bought the company.

When Stout made up the list of 100 men for his direct-mail campaign, Henry Ford's name, of course, led all the rest. Edsel's wasn't far from the top. Both men became interested almost instantly. For some time, Ford had been toying with the idea of commercial aviation. Stout's project seemed to offer the opportunity of dabbling in it. So both the Fords subscribed \$1,000.

For more than two years Ford watched the development of the company. Then, he decided to wait no longer. "The airplane," said he, "seems to have a commercial future. It is here to stay. Much has been done, but there is more to do. The problem now is one of development, and I'm going to tackle it."

He began by announcing the purchase of the Stout Metal Airplane Company — an extremely effective direct-mail campaign had brought Henry Ford into aviation!

Radio Account for Bellamy-Neff Agency

The Holmes Electrical Manufacturing Company, Chicago, maker of Argon chargers and other radio equipment, has placed its advertising account with the Bellamy-Neff Company, Chicago. Newspapers and trade papers will be used.

Gregory Oil Burners, Inc., Chicago, also has appointed this agency to direct its advertising account.

Economist Group Appoints H. M. Smith

Homer M. Smith has been appointed manager of the service department of The Economist Group, New York, with which he has been associated for the last six years. He formerly was a member of this department but, more recently, had been manager of promotion.

Fallacy No. 2 in Class Circulation

DO not let anyone tell you that circulation galleys are the sole business of the publisher.

They are also the business of his advertiser.

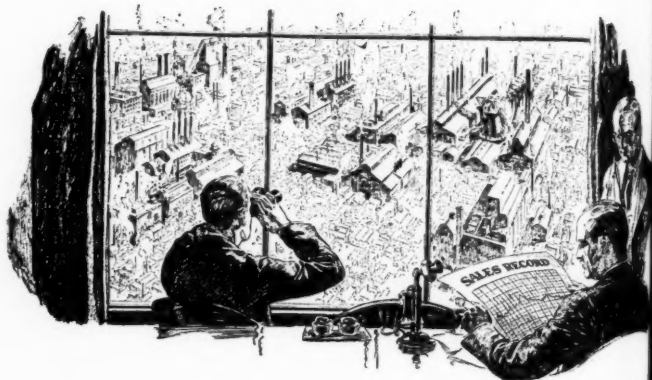
Vogue will show its galleys in any given city or town to any accredited advertiser or agent, and let him check their quality for himself.

Or it will submit to any other test of quality whatever.

VOGUE

Member Audit Bureau of Circulations

What will close Scrutiny of



**How one manufacturer, applying the McGraw-Hill
"Four Principles of Industrial Marketing,"
discovered new opportunities for
increased sales and profits**

THIS manufacturer had been spreading his sales effort over more than thirty industries. His salesmen had endeavored to sell prospects in all these different fields, although many of the industries they covered could not possibly use their products in appreciable amounts. Consequently, much time and effort were wasted on unprofitable markets.

With so many fields to cover, the salesmen could not become experts in the application of their type of equipment to the needs of any specific industry. They were generalists, and the manufacturer was compelled to accept an inconspicuous position in the general classification "machinery manufacturers." His "Jack of all trades" policy had gained him no recognition as "master" of any.

Applying the McGraw-Hill "Four Principles of Industrial Marketing," this manufacturer accomplished the following:

- 1 MARKET DETERMINATION.** He classified his worthwhile prospects into six distinct groups in which he found 80% of his potential market. These six groups were then set up for thorough study and intensive sales development.
- 2 BUYING HABITS.** With but six markets to concentrate on, he became familiar with the buying habits of each, thus reducing his sales resistance. Moreover he was better able to discuss the applications of his machinery to these industries.
- 3 CHANNELS OF APPROACH.** He concentrated his sales promotion work on six markets in a direct and specific manner. The waste of "casting bread upon the waters" gave place to direct and resolute methods.

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NEW TRADE

time of your Market Reveal?

4 APPEALS THAT INFLUENCE. He is advertising and selling in specific terms instead of generalizing. His story carries a message of vital interest to the buyers of each market.

THE net result is that this manufacturer by studying the specific application of his equipment to the industries where his largest potential volume lay, and concentrating his efforts in the industries, found greatly enlarged opportunity for sales. And he also found greater opportunity for profit by standardizing production on fewer types of application.

What Will Close Scrutiny of Your Market Reveal?

WILL you also find a few industries so outstanding in their importance to you that they overshadow all others? Will you find that you can simplify your selling by classifying your worthwhile prospects into groups with similar buying habits?

Whatever you find, a true inventory of your sales possibilities in each industry is as necessary as an inventory of finished products and materials on hand.

If you haven't available the neces-

sary data upon which to base a study of your markets, the McGraw-Hill Company may be able to help you.

The McGraw-Hill Company is the focal point for information on the activities of many industries. The moves of industry are mirrored there and reflected to the world through fifteen McGraw-Hill publications.

The knowledge of industry gained by 50 years of intimate contact is at the service of manufacturers who seek to sell industry most efficiently.

It will be a pleasure to assist manufacturers and their advertising agents in analyzing their markets and applying the McGraw-Hill "Four Principles of Industrial Marketing" to their own selling and advertising.

The first step will be to read "Industrial Marketing" which graphically covers the results of a broad study of the buying habits of industry. This book will be sent upon request to any manufacturer whose market embraces any of the industries covered by the McGraw-Hill publications.

This advertisement is the fifth of the series which is appearing in the *New York Times*, *Philadelphia Public Ledger*, *Pittsburgh Gazette-Times*, *Cleveland Plain Dealer*, *Detroit Free Press*, *Chicago Tribune* and *New York Herald-Tribune*; in *Printers' Ink*, *Advertising and Selling Fortnightly*, *Class*, and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.

McGraw-Hill Company, Inc., NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON, PUBLISHERS OF

McGraw-Hill Publications

REACHING A SUBSTANTIAL MAJORITY OF THE POTENTIAL BUYERS IN THE INDUSTRIES THEY SERVE

Mining MINING & MINING JOURNAL COAL AGE Rail RAILROAD METALLURGY STEEL TRADE DIRECTORY	Electrical ELECTRICAL WORLD JOURNAL OF ELECTRICITY ELECTRICAL MERCHANDISING	Industrial POWER - AMERICAN MACHINERY CHEMICAL & METALLURGICAL ENGINEERING INDUSTRIAL ENGINEERING	Overseas AMERICAN MACHINERY INTERNATIONAL INDUSTRIAL INTERNATIONAL	Construction & Civil Engineering CONSTRUCTION WEEK-END TRANSPORTATION ELECTRIC RAILWAY JOURNAL BUS TRANSPORTATION
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SUCCESSFUL newspapers utilize every authentic source of news and secure every possible "feature" which will help them to give their readers a complete picture of the passing days.

THE CHICAGO EVENING POST believes that advertising is news as interesting to its readers as events across the sea. It is not enough to tell of the progress of civilization. People must know where and how they can individually participate in that progress. To tell them is the province of advertising.

In accepting advertising, **THE POST** assumes a moral responsibility to do everything in its power to secure for that advertising a friendly and considerate hearing.

The best evidence of the result of **THE POST** policy is **THE POST** leadership in class advertising in Chicago.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*It Pays to Advertise in a
Newspaper Read by the
Class of People Financially
Able to Become Good
Customers*

**The Chicago
Evening Post**

**"Chicago's Best and
Cleanest Paper"**

And Now—The Mail-Order Chain of Department Stores

Intriguing Probabilities Surround Catalogue Houses' New Effort to Break Out of 2 Per Cent Limit

By G. A. Nichols

THE recent action of leading mail-order houses in opening retail stores, which are the acknowledged forerunners of chains, is apparently the beginning of radical and surprising developments in chain-store growth which have been in the air, so to speak, for the last five years.

Some people choose to interpret it as meaning that the mail-order houses are slipping. They are not slipping at all unless it is possible to slip upward. Their own explanation, which is unquestionably sound so far as it goes, is that the retail stores have been started to bring in business that never could be secured through a catalogue.

But leading manufacturers, naturally keenly solicitous as to future outlets, see in it something of much greater significance than this. The virtual admission by the mail-order chiefs that countrywide systems of large retail chain stores are under way leads the manufacturers to conclude that we are about to witness the long expected launching of department stores on a major scale.

After nibbling at the chain-store idea for some years, the catalogue houses appear to have found it good. Charles M. Kittle, president of Sears, Roebuck & Company, tells PRINTERS' INK that about November 1 his firm will open two more big retail department stores in Chicago. The one they opened last February in Chicago has proved so successful that the expansion has been deemed advisable. The stores will be conducted strictly along conventional retail lines, advertising in newspapers and functioning just as if they had no mail-order connection whatever. The present Sears retail store in Chicago takes full-page newspaper advertisements the

same as do the State Street stores and offers all the conventional facilities and conveniences.

On October 1, Mr. Kittle's firm expects to open a department store in Evansville, Ind., and later to establish one in Kansas City.

Montgomery Ward & Company are retailing goods over the counter in Chicago and in the other cities where they have distributing houses. A Sunday or two ago the Kansas City newspapers carried two-page advertisements featuring Ward's retail store there. Another page in the same issues advertised the Kansas City retail branch of the National Cloak & Suit Company.

The Larkin Company, Inc., of Buffalo, is also contemplating the establishment of a chain of department stores. The first unit was taken over on September 4 with the purchase of the department store of J. Oppenheimer Company, Chicago. According to John D. Larkin, Jr., vice-president, the company expects to have a number of large department stores operating under its control within a short time.

IT ALL BEGAN SIX YEARS AGO

The chain-store idea as applied to the mail-order houses had its inception about six years ago. PRINTERS' INK made guarded mention of it at the time, but could not go into any great detail inasmuch as it was given the facts in confidence. One of the larger mail-order houses started a system of retail stores in Indiana, Ohio and Illinois. The individual establishments were small and were opened strictly as an experiment. So far as the general public knew, they were not connected with the mail-order house. It was provided, though, that if the experiment proved successful in those States,

the firm would immediately admit parentage, give the stores its name and expand the system as rapidly as possible. Within a few months, the plan showed evidences of instability and soon flickered out altogether. The stores either were closed or sold to individual firms.

This was about the last heard of retail mail-order chain stores until Sears, Roebuck & Company, after the accession of Mr. Kittle to the presidency, began to get busy on the proposition. And the significant thing about the present development is that the stores thus far established are large and pretentious, being department stores in fact as well as in name. This seems to be the way to go at it, if the success of the stores thus far, which was quickly attained, is any criterion. The stores comprising the first experiment were small and did not have the prestige of the name of the firm sponsoring them. The present stores are exactly the opposite.

The thing is interesting because it reveals a tendency to organize chains made up of large individual units. Leading merchandisers who are giving a great deal of thought to the development (some of whom, by the way, are quite worried over it) say that it denotes an inevitable trend toward department-store chains.

It was not a great while ago, as has been stated before in *PRINTERS' INK*, that the department store was regarded as the very pinnacle of buying power. This was one of the chief reasons for the department store's rise to power, the other being ability to assemble great aggregations of miscellaneous merchandise under one roof and thus cater to a greater proportion of the needs of the store's customers.

But now all this is changed. Buying strength has passed over to the chains. The result is that the department stores are actually being undersold in a tremendous number of bread and butter items.

It would seem ridiculous at first sight to say that a store such as Marshall Field & Company is losing business to the F. W. Wool-

worth Company which, in Field's territory sells nothing higher than a dime. It is a fact, nevertheless. Merchandise such as Woolworth sells, though small in price, represents a huge aggregate profit which any department store is glad to get. The individual department store, in other words, no matter how large it is, cannot compete profitably with the chain stores in the class of goods carried by the latter.

SOME KRESGE HISTORY

This is one of the considerations that led S. S. Kresge to form his present chain of department stores. He now has three and will have more. A brief look at Mr. Kresge's doings during the last few years is appropriate here because of its application to the developments in the retail mail-order chains.

Very soon after the wartime stringency in merchandise removed so many items bodily out of the five-and-ten-cent class, the ten-cent limit was done away with in all Kresge stores. This opened possibilities for selling goods at higher prices and the next thing was to organize a separate chain of stores selling merchandise up to \$1. It is no secret at all that the outstanding success of the dollar stores was a surprise even to the Kresge management. It seemed to prove the absolute efficacy of the chain-store idea as applied to higher-priced goods. If it would work so well with goods selling up to \$1, why would it not work even better with goods having no price limit at all? The result was the establishment of the present Kresge chain of department stores.

Any one of the three Kresge department stores—The Fair of Chicago, the L. S. Plaut Co., Newark, N. J., or the Palais Royal in Washington, D. C.—has a buying and selling power many times as great as that of the largest five, ten and twenty-five cent store. Large profitable units, therefore, are greatly to be preferred, as the component parts of a chain organization, to the



We are adding the "plus" sign to "*The Necessary Two Million*" because our first print order for December True Story calls for

2,500,000

copies, of which two million four hundred thousand will be distributed on the news-stands.

There is more than a possibility that we will be obliged to increase this print order from fifty to seventy-five thousand before we go to press.

How long will it be before we will have to announce "*The Necessary Three Million*?"

True Story

"*The Necessary Two Million*+"

"GREATEST COVERAGE—LOWEST COST"

smaller ones. This is more than proved by the failure of the catalogue house's chain-store venture with small units and the pronounced success of its present scheme with large units.

Why are the mail-order houses starting these ambitious chains of department stores and what does the development mean? Are the catalogue houses, functioning as such, though? And are their enormous distributing houses, together with their remarkable buying organizations, going to become merely feeders and providers or a system of retail stores?

So far as PRINTERS' INK is able to discover, absolutely no signs of retail mail-order decadence are to be found. Practically all such concerns, large and small, were "in the red" for a long time after the war. But, with some few exceptions (it was only a few weeks ago that Philipsborns, a large Chicago mail-order house, went into the hands of a receiver) they now have come back strong. Readers of PRINTERS' INK are familiar with the amazing and quick recovery of Montgomery Ward & Company under the presidency of T. F. Merseles. If the truth be told, Ward's sales volume is now increasing at a rate almost too fast for the peace of mind of the management. The business is growing so rapidly that the greatest difficulty is being experienced in training executives to handle it.

The difficulties of Sears, Roebuck & Company persisted for a longer time, but now this firm, too, is sailing along in the same old style that prevailed previous to the late unpleasantness.

And this exceedingly healthy and profitable business, let it be understood, has been and is being done by mail. The retail catalogue method of selling is increasing rather than diminishing. If anybody thinks, therefore, that the catalogue houses are slipping, he had better think again before incurring any financial obligations to back up his judgment.

The facts in the case are that the mail-order houses, despite their enormous growth have, rela-

tively speaking, got nowhere. What percentage of the total volume of merchandise bought in this country each year is sold by the mail-order houses? Not more than 2 per cent! There are probably more goods sold at retail on State Street, Chicago, every day than by all the mail-order houses of the country combined, ranging from the largest down to the smallest.

Measured by figures alone, the mail-order firms have accomplished wonders, especially when the difficulties of this method of selling are considered. But, compared with the gross retail business of the country, their showing is almost too small to talk about.

The catalogue houses have never been able to exceed this 2 per cent figure to any extent. They have grown, of course. But so has the country and the potential demand. In other words, what might be termed the natural and logical increase in mail-order business, large as it has been, has not been enough to bring the mail-order houses any nearer to a larger proportionate share of the country's retail trade.

It is not so very remarkable, then, that aggressive and powerful firms such as Sears, Roebuck & Company, Montgomery Ward & Company and the National Cloak & Suit Company should chafe under the limitations imposed upon them through their method of doing business. On the one hand, a gross annual expenditure for merchandise at retail running up into the thousands of millions. On the other hand, master merchandisers with limitless resources looking on more or less helplessly while the retail stores of the country, including the poor as well as the good, walk off with 98 per cent of this business.

THE CATALOGUE IS NOT SLIPPING

They have never been able to break into the 98 per cent through catalogues. And now they are attempting to do it through chains of department stores. This does not mean, however, that the catalogue method is slipping. The

(Continued on page 41)

THE NEWS OF HARPER'S BAZAR

SEPTEMBER 24th, 1925

OUTGUESSING FASHION'S WAYWARD FLIGHTS

*The Problem is Not to See, but to Perceive;
Not to Report, but to Select*

The question of style has become so important, not only in women's clothes, but in every line of merchandise, that it is interesting to note how such a magazine as *Harper's Bazar* maintains its position as an ultimate authority on style; and by that is meant a prophet of the mode in sharpest contrast with a reporter of the mode.

The October *Harper's Bazar* which reviews the Paris Fall Openings will serve as an excellent example.

It is a difficult and a large task to review the Paris Fall Openings properly and to but few mortals is given either the ability or the opportunity. The first thing of course is to have the entree to the great Paris houses.

Baron de Meyer, who is an Associate Editor of *Harper's Bazar* in Paris, has this entree to a superlative degree. He is, in fact, a personal friend of the heads of many of the great houses. Besides Baron de Meyer, *Harper's Bazar* has as another source of information Marjorie Howard and the staff of the Paris office of *Harper's Bazar*.

Granted the entree, however, the next step is a far more difficult one.

For the major point is not merely to see the collections but to select from them those models which determine the trend of the mode.

For Paris may propose but it is the smart Parisienne or American who is the last court of decision. Both Baron de Meyer and Miss Howard are called upon, to a very great extent, to possess the rare gift of being able to tell what will please the smart woman.

In all, as Miss Howard writes in the October *Harper's Bazar*, there were thirty-five collections to be viewed, each numbering between two hundred and three hundred new models. From this vast number, Baron de Meyer and Miss Howard had to select the comparatively few outstanding successes.

The result is that the October *Harper's Bazar* brings to the fashionable American woman, not simply a report of the Paris Fall Openings, but an analysis of them, superbly illustrated by the foremost fashion artists of France and America.

It is, you will note, that intangible and tremendously necessary thing—*fashion sense!*—which makes *Harper's Bazar* the authority it is.

Harper's Bazar

IN LONDON

50c

10c IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

CINCINNATI

Second Newspaper in



Cincinnati is the sixteenth city in the United States in population. Yet, the Cincinnati Times-Star is the second six-day newspaper in the United States in the amount of food advertising carried. More than sixty local and one hundred national advertisers of grocery

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

THE TIMES-STAR

Superior in Food Advertising

products make the Times-Star their principal medium of contact with the Cincinnati market. Many of them use the Times-Star exclusively.

There is no better basis for determining the family influence of a newspaper than the year-by-year record of the lines of food advertising it carries. Every family consumes food every day of every year. Food advertising must pay its own way in day-by-day sales. Otherwise it stops.

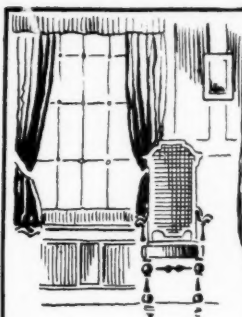
The fact that the Times-Star has consistently set the pace as the outstanding medium for advertising grocery products, bakery goods, confections and beverages and that many of its first food advertisers still make it their principal means for sustaining sales in Cincinnati, is proof-positive that the Times-Star is the dominant newspaper of Cincinnati in terms of consumer influence.

This being the case it is but natural that the Times-Star should also be the leading newspaper of Cincinnati in the advertising of practically all essential merchandise, clothing, dry goods, musical instruments, furniture and household equipment, boots and shoes, automobile tires and accessories, drug store merchandise, hardware and electrical goods, office appliances, transportation and preeminently radio.

In short, the records of comparative advertising lineage of the Cincinnati newspapers over a long period of years, show that the Times-Star leads in all those classifications in which the results of advertising can be definitely checked in terms of sales.

THE TIMES-STAR

Member of Audit Bureau of Circulations



**FOR
FURNITURE
and Home
Furnishings**

\$2,229,300.90

is spent annually
by

**Journal - Post
Reader Families**

Willingly — do Journal
-Post reader families
spend the millions
that make their
homes more
beautiful.

Are you getting your share!

Kansas City Journal-Post

VERREE & CONKLIN, Inc

New York

Chicago

Kansas City

Detroit

San Francisco

approximate 2 per cent gained now by the mail-order houses is a huge and juicy morsel. Future potentialities, even though they keep well within that relative limit, will give Sears, Ward and the others plenty of room for expansion of which, of course, they can take advantage.

Meanwhile, there is the 98 per cent. The mail-order firms will attempt to carve out of this business enough to bring them closer to the aggregate total they think they can get. And that they will get it there seems no reasonable room for doubt. This is only one more perplexing element in an intricate merchandising situation which everybody concerned in the making and selling of goods ought to be informed about.

The mail-order houses, up to now, have grown rich out of what might be termed the rural trade. They could continue growing rich and not go beyond this limit. But now they are looking toward the cities. They have discovered that city people are glad to buy from them if they have an opportunity.

To put it another way, the mail-order houses are in the retail business and they see no reason why they should necessarily confine themselves to catalogues. The logical place for retailing to be done is in a store. If the store, however, is not sufficiently broad in its appeal to enable the dealer to cater fully to his potential clientele then he can use mail order to supplement his efforts and can even send out canvassers, as many stores, large and small, are doing. The mail-order people have chosen to turn this principle around the other way. Their main selling medium is the catalogue. But they have found that with the catalogue they can get only 2 per cent of the country's gross retail business. They are starting retail stores to supply another element in their selling machinery.

The proposition is fundamental-sound. It is a worth-while object lesson for retailers in general in that it demonstrates the value of breaking away from hidebound adherence to custom when condi-

tions may seem to make such action necessary or desirable.

It also shows the benefits that can come to a retail concern, whether it sells by catalogue or otherwise, through building up the advertising end in a way to bring the maximum cumulative benefit.

THE FARM MARKET IS NOT ENOUGH

It is entirely correct to say that the mail-order people, themselves, up to a comparatively short time ago, did not visualize correctly the real possibilities of the city business. They were growing so fast within the 2 per cent limit that they imagined they did not need the city trade. Now, they do need it and can handle it. Mail-order houses, no matter how great they are, have to live and learn the same as any other retailer if they want to prosper in the highest measure.

"When the mail-order business was first started, and for a great many years after that time," a Chicago mail-order official tells *PRINTERS' INK*, "it was generally believed that the best prospects were among farmers and their families. The distribution of the catalogue at that time therefore was carefully kept to farming communities. Later, the business spread naturally out into small towns and industrial sections.

"And then we found that city people wanted to buy from us also. At first, we kept away from this kind of business. Not only did we fail to encourage it, but we did not want it. We tried to keep our catalogues away from city people. Neither did we invite people to come in person and buy. We were not equipped to handle over-the-counter business. It finally came to a place where city people were willing and even eager to purchase through catalogues so as to get the benefit of our values. We began putting them on our mailing list and found out that our policy, in this respect, was a very valuable one for us.

"And then came the next logical step, which was the opening of regular retail stores so that city people could buy from us without

being subjected to the inconveniences and delays which the catalogue system made inevitable. We believe that the mail-order houses are selling most of their merchandise at prices well below those charged by the retail stores and we see no reason why this asset should not be realized upon by us."

The mail-order firms are not making any great amount of noise over their new move. They are not starting out on any spectacular campaign the avowed object of which is to sweep the country with chains of retail stores. But the possibilities of the move are significantly suggested by the official just quoted.

"If it is proved," he says, "that a greater volume may be secured through the opening of retail units, then good business practice demands that these units be opened, not only in the one or two cities, but all over the country."

POSSIBILITIES ARE GOOD FOR GREAT EXPANSION

There are those who believe, and who are not at all backward in expressing their opinions to **PRINTERS' INK**, that, in time, the chain-store end of the mail-order business will be proportionately greater than that yielded by the catalogue. This is not such an unreasonable view at all. Firms such as Sears and Ward, with great distributing and warehousing facilities in strategic marketing locations, are in an ideal position, it would seem, to feed chains of large stores and to handle a much greater variety of merchandise in those stores than can be done by chains that are kept down to limited lines by various conditions.

Distribution is, of course, the big thing to be considered in a project of this kind. Facilities have to be built up if the thing is going to be done in a big way. The mail-order houses have the facilities.

For this reason, manufacturers who are closely studying present developments so as to get as accurate a line as possible on forth-

coming outlet conditions are looking upon these mail-order developments with the closest of attention. The chain-store idea is growing faster than many people imagine. And there are plenty of manufacturers who believe that the comparatively near future will bring forth some radical developments that, a few years ago, would have been regarded as unthinkable. The successful operation of a huge chain of department stores presupposes practically unlimited buying and distributing power. This is why manufacturers look upon great mail-order houses, both wholesale and retail, as supplying possible and feasible foundations upon which future enormous chains can well be built.

"Consider, for example," a Michigan manufacturer said to a **PRINTERS' INK** representative in Detroit just the other day, "what a firm such as Butler Brothers could do in this direction if it were so minded."

And in thus expressing himself the manufacturer certainly brought up an intriguing thought.

Butler Brothers have wholesale distributing houses in New York, Chicago, St. Louis, Minneapolis and Dallas. The firm grew to its present position of wealth, power and greatness through the development of the variety store. The variety store of the old type is whipped. Butlers were prompt to forecast the change long before it happened and quickly worked into the distribution of general merchandise without price limit.

"Suppose," the Michigan manufacturer suggested, "that Butler Brothers would decide to supplement their present business by starting a chain of department stores. They are ideally situated for such a development. Stranger things have happened."

The immutable law of economics is fast working to a place where there will be chain-store systems in this country so large that they will make present systems seem small indeed. The mail-order development outlined here is only a beginning.

Where Leadership Means Something

PLACES of amusement—theatres, motion picture houses, ball rooms, etc., depend entirely upon that portion of a community who have sufficient income to gratify a desire for recreation, diversion or, in a word, the LUXURIES of life.

In Chicago men who have invested millions in amusement enterprises—men who are thoroughly familiar with the Chicago advertising situation—place more business in the columns of the Chicago Evening American than in any other Chicago daily newspaper.

Leadership in this highly desirable classification means something for people with money for play, HAVE MONEY FOR EVERYTHING ELSE.

CHICAGO  AMERICAN

A good newspaper

*Largest Evening Circulation in
Chicago and Third in America*

Slogan Clearing House Serves Advertisers

STANDARD DEVELOPMENT COMPANY

NEW YORK, N. Y.

Editor of PRINTERS' INK:

The Standard Oil Company (New Jersey) has been using for some time the clause "The Yellow Can with the Black Band" in connection with its advertising and marketing of the insecticide Flit.

Will you be good enough to let us know whether your slogan registrations show the use of the same or similar clause by anyone else?

We would appreciate it also if you would make a record of the use of this slogan.

STANDARD DEVELOPMENT COMPANY

THE slogan "The Yellow Can with the Black Band" which is being used in Flit advertising was registered in the Clearing House on August 13, 1924.

The only other advertised phrase in our records that has a resemblance to the Flit slogan is the one used in "CN" advertising by the West Disinfecting Co., New York, "The Yellow Package with the Gable Top."

In this connection, it is interesting to know that during the last week the following slogans have been registered in PRINTERS' INK's Clearing House of Advertised Slogans:

Beautiful Skin Is Adored. A. Nutt Laboratories, South Orange, N. J.
Built to Last a Business Lifetime. Monroe Calculating Machine Co., New York.

Complete Wall Unit for All Time and Climate. A. Bishopric Mfg. Co., Cincinnati, Ohio.

Everlastingly Beautiful. Egyptian Lacquer Mfg. Co., New York.

For Youthful Charm and Loveliness. La Salle Co., St. Paul, Minn.

Fountain of Youth for Your Skin. A. (Balm-o-Lem) Jean Jordeau, Inc., South Orange, N. J.

It Will Delight Your Skin. La Salle Co., St. Paul, Minn.

It's Off Because It's Out. (Zip). Jean Jordeau, Inc., South Orange, N. J.

Mark of the Well Built House. The. (Flax-li-num) Flax-Li-Num Insulating Co., St. Paul, Minn.

Perfumes of Youth. Cheramy, Inc., New York.

Stay Young As You Grow Old. Abbey Effervescent Salt Co., Inc., Saratoga Springs, N. Y.

There's Power in Every Drop. Odol Corp., New York.

With a Heart of Steel. Michigan Seating Co., Jackson, Mich.

Although there are now registered with PRINTERS' INK over 1,800 slogans, applications for registration are now being received at a faster rate than at any time since the Clearing House was started. These registrations are made without charge and we are glad to furnish this protective service to advertisers. Application should be made to the Research Department.—[Ed. PRINTERS' INK.]

Federal Farm Land Banks Planning Campaign

The twelve Federal Land Banks, under the direction of their fiscal agent, Charles E. Lobdell, Washington, D. C., have appointed The Charles Advertising Service, New York, to prepare a special educational campaign on Federal Land Bank bonds, that will appear in financial publications.

The Easton Engineering & Machine Company, Easton, Pa., manufacturer of Wilson Brothers feed and grinding mills, also has appointed the Charles agency to direct its advertising account. Farm and poultry journals will be used.

Albany "Sunday Telegram" Changes Hands

The Albany, N. Y., *Sunday Telegram* has been sold by Herbert E. Hill, son of the founder, the late James Hill. A new company, The Sunday Telegram Corporation, has been organized. The officers of the new company are: Jerome H. Walker, president; John Lehman, secretary and William Hedrick, treasurer. The following are directors: Norman W. Jones, William J. McCann, Mr. Walker, Mr. Lehman and Mr. Hedrick.

New England Office for Evans, Kip & Hackett

Evans, Kip & Hackett, Inc., New York advertising agency, has opened an office at Springfield, Mass. H. F. Osteyee, who had been president of the Constructive Advertising Agency, Springfield, has been appointed manager.

William Oseasohn to Leave Valco

William Oseasohn, for three years sales and advertising manager of the Valco Manufacturing Company, New York, men's and boys' pajamas and night shirts, has resigned. This resignation becomes effective January 1, 1926.

Candy Publications to Merge

Candy Factory and *Candy Jobber*, published by Boyles Candy Publications, Chicago, will be consolidated under the name of *Candy Factory and Jobber*. This change will become effective with the October issue.



Detroit's Radio Market Can Be Reached Only Through The Detroit News

NOT only is this due to the fact that only The Detroit News thoroughly covers the Detroit field with its more than 310,000 Sunday and 290,000 week-day circulation, but also because The News is singularly the radio medium of Detroit.

The Detroit News was the pioneer newspaper broadcaster of America, beginning regular programs in August, 1920. Since then its station, WWJ, has become world-famous.

As a result advertisers and radio enthusiasts both have accepted The News as Detroit's leading radio medium, and for that season it carries 66% of all radio advertising published week days in all three Detroit papers, as well as 61% of the Sunday radio advertising.

The Detroit News

Greatest Circulation, Week Days or Sunday, in Michigan.

More than Half a million lines ahead in DRY GOODS ADVERTISING

OFFICIAL advertising records of New York list Department Store lineage under "Dry Goods." The survival of the term is a triumph for quaintness but too confusing perhaps to advertisers who want to know how New York Department Stores buy newspaper space.

Here is how: *They place more advertising in the New York Evening Journal than in any other paper in New York—morning, evening or Sunday.*

That is significant. Department Stores closely analyze advertising results by daily sales records—not long campaigns.

They carefully expend appropriations to sell practically everything a national advertiser makes—from canoes to condensers—soups to suits—pans to perfumes—and do it in volume at a profit.

How they do it—how they use newspapers to bring crowds of people from every part of New York to their stores—should have a lot of interest to national advertisers who have to bring neighborhood families only around the corner.

NEW YORK EVENING

Largest evening circulation in America.

Doubt

How department stores bought space in New York Evening papers during 8 months 1925

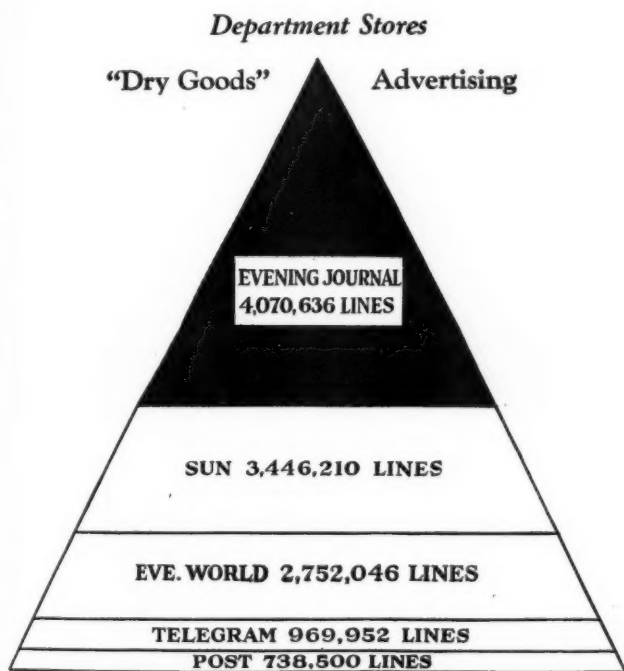


Chart based on Evening Post statistical records

EVENING JOURNAL

Double the second New York evening Newspaper.



When Brave Women Blazed the Trail

Stout-hearted women faced the dangers of the blazed trail. Perils and terrors were risked to help win farm homes in pioneer days.

Small wonder these women loved the farm. Small wonder husbands honored them and gave them equal voice in family councils.

The descendants of these hardy souls are still on farms and have inherited the privilege of influence their mothers so dearly won. They still are equal partners with their "men folks." You can reach 750,000 daughters of the trail through

THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.,
307 N. Michigan Ave.
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.,
250 Park Avenue
New York

Members Audit Bureau of Circulation

Paragraph as You Please

Single-Sentence Paragraphs That Break Rules But Also Break
Attention Records

By Arthur H. Little

SOMEWHERE in America, possibly back in the New England village whence she came, there is a certain charming woman, now grown gracefully to middle age—or perhaps a ladylike mile or two past that point—who deserves contentment and isn't getting it.

Longer ago than it is pleasant to recall, she was on the faculty of a certain high school. She was the teacher of rhetoric, a subject that we, with the self-consciousness of youth—a self-consciousness that often assumes a wholly counterfeited irreverence—called “words.”

She taught us “words.” But her method was less the method of the pedagogue among students and more the method of the missionary among heathen. To her, so it seemed, good English was a product, not of the mind, but of the spirit. Accurate grammar, correct punctuation, orderly syntax—these were mere departments of a kind of moral righteousness.

Solemnly and persistently she admonished us against grammatical and rhetorical iniquities.

“Don’t,” she said—“don’t split your infinitives.” An infinitive, so it seemed, was protected, not only by ethical law, but by some manner of legislated statute.

“Don’t,” she said—“don’t end a sentence with a preposition.” Right she was, if the preposition is of no consequence; but again the prohibition seems to be too narrow. If we are to keep our sentence-ends clear of prepositions, so that we may dedicate those important places to elements of importance, let’s keep them clear, also, of all other varieties of verbal deadwood—subordinate clauses and passive verbs and second-string nouns and underdog modifiers.

“Don’t,” she said—“don’t repeat.” And thus by inference she taught us that it would be well, as

someone else has suggested, to remodel a certain famous scriptural text into some such un-repetitive form as this: “Render unto Caesar the things that appertain to that high potentate.”

And finally, “Don’t,” she said—“don’t ever write a paragraph that consists of a single sentence!”

There, I submit, was a rule brand new. For once, however, she explained. “You see,” she told us, patiently, “in your textbook, the definition defining a paragraph terms it a ‘group of sentences.’ If that terminology is accurate—and it must be—then obviously every paragraph must consist of more than one sentence. I beg pardon? Well, that makes no difference. I don’t care *where* you found it. If ever you see, or if ever you write, what purports to be a paragraph and yet consists of only one sentence, then it isn’t a paragraph at all. It just isn’t *anything*. Anyway, it’s wrong.”

And that was that.

A RULE WITHOUT EXCEPTIONS

That final rule, so it seemed, was her favorite; that one she held uniquely sacred. Life in a hard and impious world had wrested from her many of her illusions. She had learned to look on with an acquired tolerance. But condone a one-sentence paragraph? Never!

As she was then, so, I know, she is today. No longer, I surmise, does she teach; no longer does she labor among the benighted nor battle in the cause of proper English. She’s retired. But her spirit, I’m sure, marches on. For her there can be no such thing as peace—not while she sees a world that, in one vital respect, is still all wrong.

If she reads, she sees one-sentence paragraphs. If she reads advertising, she sees one-sentence paragraphs in groups and squads

and platoons and companies and regiments. If she reads a certain magazine that lies on my desk before me now, if she has studied its advertisements—and I have just done so—to determine how frequently a single sentence, illicitly or no, stands as the first paragraph of copy, she has found instances to the number of exactly fifty. And, propriety aside, she has found some mighty effective advertising.

With due apologies to the lady, but without a vestige of hope of convincing her, I venture to set forth here the idea that the paragraph rule she taught us was, to put it politely, slightly exaggerated. Which of the rhetoric books was her authority is a detail that I've forgotten; but if we are to go back to definitions it is easy to turn to that famous definer whose opinions, even to this day, are accepted in our courts of law. A paragraph, says Webster, is "a distinct section or subdivision of a discourse, whether of one or of many sentences, dealing with a particular point of the subject."

And *that*, if I may be permitted to say so, is *that*.

A LITTLE HISTORY

In its beginnings, paragraphing was quite literally a form of punctuation. The word itself is derived from the Greek; and its component parts mean "to write beside." When he took his pen in hand the author of antiquity, sparing of writing materials, wrote his stuff "solid." But his discourse, if he wrote at any length, was bound to move about a bit; here and there it shifted its point of view and here and there it leaped a little gap. For the reader's convenience, then, and to chart the course of the thought, the author went through his manuscript and at every hiatus he set up a little signboard—two uprights, with their tops linked together with an unfinished scroll.

Many centuries later, came the custom of indicating paragraphs, not by the signboard, but by indentation. Thus we paragraph

today. And now, as in the beginning, paragraphing is nothing more or less than a device for expediency.

Language, our grammarians and rhetoricians to the contrary notwithstanding, is not the master of man, but his servant. Words are his implements—his weapons, his tools, his instruments of precision. With them, so long as he fulfills his obligation of effective expression, he may manipulate as he likes. With practice in their use he acquires skill; with study and with courage he learns to adapt, to modify, to improve. Does a detail of workmanship require an implement of a special kind? He invents.

Let's examine.

Before me lies a full-page advertisement. In conception and tone it's striking—across the top of the page, in sinister silhouette, the profiled figure of a criminal, handcuffed; a heading that reads, "Arrested!"

The copy opens with this paragraph:

"Midnight in the accounting department."

That's all. Incorrect? Of course it is—grammatically. It lacks a subject and a verb. But is it effective? It's a trick slightly hackneyed. But does it command attention? Would a person, his eye having been caught and his interest aroused by that lopped-off sentence, read the whole advertisement? He would. Because he did.

Here's another, less melodramatic, but somehow arresting—this one under the heading, "A Fixture 'Creation'"—"Not merely a 'ceiling light,' but the daintiest bit of decorative lighting you ever saw."

Bob-tailed again. But it catches your attention and throws you a bit of a challenge. "The daintiest bit of decorative lighting fixture you ever saw." "Is it?" you say. "Well, we'll see." And you read on.

A challenge, by the way, is what you'll find to be the real attraction in many a short, opening paragraph that, for some elusive reason, seems to catch and hold

A Little Lesson in Logic!

IT seems to have become the fashion recently among New York newspapers to base their claim to advertising upon the frequency with which they are seen in hotels and in subways and other transit lines. A few merchants, appealing to the transient purchaser, have been impressed.

It requires logic, however, to arrive at the truth of the matter!

First, we have the fact that THE WORLD has 74,000 more circulation directly within New York City than The Times, its nearest standard-sized morning contemporary.

Then, we have the paradox: that seemingly more copies of its contemporaries are seen being carried away from the home than THE WORLD.

Which brings us to the inevitable conclusion that, both of the foregoing paragraphs being true, the vast bulk of THE WORLD'S circulation, with its unquestioned city supremacy, must remain at home, where it belongs!

Until general stores are opened in the subway, the circulation swept out of the trains at either end of the line isn't working very hard for the merchant who buys space!

It's the circulation in the home that sells goods!

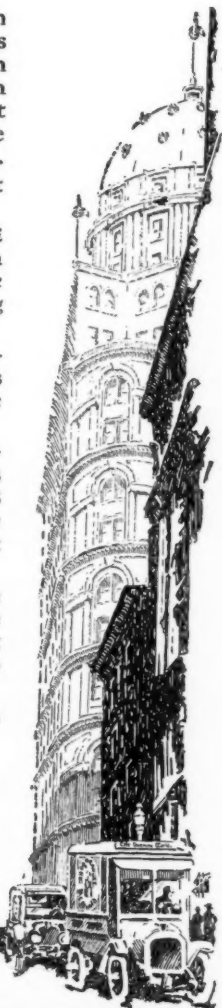
The World

The Three-Cent Quality Medium
of America's Greatest Market

PULITZER BUILDING :: :: NEW YORK

TRIBUNE TOWER TITLE INSURANCE BUILDING
CHICAGO LOS ANGELES

TERMINAL SALES BUILDING CHANCERY BUILDING
SEATTLE SAN FRANCISCO



your interest. That opening paragraph, particularly if it consists of a single sentence, generally summarizes in one conspicuous bunch the whole thought of the whole advertisement. Unembellished by detail, stripped of background and qualification, unfettered by the shackles of logic, the bald-faced statement just naturally reaches out and lays hold of the reader's mind. And the reader, who's an American citizen, by golly, and who isn't lightly to be pushed around—the reader says, "Oh, is *that* so!" and reads on.

For instance, this from Firestone—

The grim determination to go forward across uncharted seas requires even more than the hopeful enthusiasm of the pioneer—it needs, also, the dauntless spirit of the man who is scientifically sure.

And this from President suspenders—

A great Swedish gymnast and trainer, after twenty-five years of experience, finally came to the conclusion that the special development of leg and arm muscles was unnecessary.

And this from Postum—

Boiling water—Instant Postum in the cup—cream and sugar—and you have, steaming hot before you, the favorite mealtime drink in 2,000,000 homes.

Speed, there, in that last one, and simplicity; a well-massed sentence with the stress where it belongs—on "the favorite mealtime drink of 2,000,000 homes"—and the whole story told in a handful of words.

So much for the paragraph that consists of but one sentence. In an essay, in an article in a magazine, in a short story or in a novel—except where it is required by the technique of dialogue—the one-sentence paragraph, employed too freely, would lose its strength and become tiresome. But in advertising, in a place where the text, perforce, is short and sharp-edged, the short, one-sentence paragraph is a highly useful expedient.

To be effective, however, the opening paragraph—or any paragraph—need not be confined so

closely. We may accede to the standards and bow to the wishes of that teacher of rhetoric and build into it a number of sentences.

Here, under the heading, "How small is a small town?" is the opening paragraph of an advertisement about cast iron pipe:

Time was when the smaller the town the less comfort it offered. But that is changed. The small town today has everything the biggest cities have—and a good deal more that the citizen of New York, or Chicago, can't buy. Green and growing things, air without carbon content, neighbors—and time—a couple of hours a day more than the city dweller.

And here's one, a short and snappy one, about Schrader gauges—

Test your own tires. Don't ask the garage man. He's busy.

And this one about Williams shaving soap—

You can wrap your fingers right around the metal holder of this Williams shaving stick without touching the soap. How much better that is than the "finger-tip" grasp!

Paragraphing? Obviously, you can take your choice. If your copy is short, or if your space is small — and if you're skilful enough and careful enough in diction—you can pack your thought into short, one-sentence paragraphs and be sure that your copy will impress. If time and space are less pressing, if your story is long and somewhat involved or technical, you can proceed more slowly and more deliberately.

Perhaps you're concerned, also, with typographical display. You're aiming your advertisement, first at the eye, and then at the mind. Usually, then, the short paragraph is the more "catchy."

Cut your paragraphs to fit your needs. You're the boss. Rules? Don't worry. If the reader ever has known them, he's forgotten them now—just as you have. Use your imagination and, if necessary, your powers of invention. If your advertisement sells goods, the president will not object—seriously, anyway—even though your technique shatters every rule in the textbook.



And now it's —unanimous

"Native New Orleanians have for her a depth of affection which is deep and sincere and undying.

"Creole New Orleans has more of good manners and of good cookery than any spot of like size in this sobered world.

"After eating Southern dishes, Manhattan style, in New York, to go to New Orleans to eat real Southern dishes is very much like taking a trip to the epicure's paradise. It is there—in New Orleans, I mean—that the very best products of ancient and honorable Southern kitchens are blended with what is most savory in French cookery.

"To my way of thinking it is even better than the best of French cooking, seeing that the New Orleans chefs have all the arts and adornments of their Latin ancestors at their finger tips, plus the recourses of a variety of food-stuffs and Louisiana-grown condiments and sauces unknown in Europe.

"Prohibition and other causes may have cramped New Orleans style, but in cookery, as in courtesy to the stranger, she still is, and I trust, may always be, the queen mother city of the habitable globe."

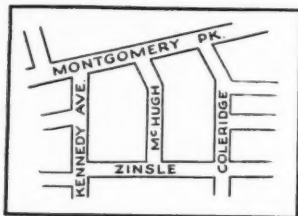
—Irwin S. Cobb, in September Cosmopolitan.

The Times-Picayune

FIRST FOR THE SOUTH



In this part of Kennedy Heights are 123 residence buildings. Here, 76 Enquirers are delivered every morning.



N. B. This advertisement is one of a series appearing as a full page in *The Enquirer*. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of this suburb; in each advertisement, too, *The Enquirer's* coverage of the district is shown.

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

THE CINCINNATI

"Goes to the home,

"On Top of the World" with Mrs. Kennedy Heights

Stand on the brow of the bluff overlooking Norwood. The whole world, it seems, lies at your feet and the high plateau on which you stand must surely be fabled "land o' dreams."

And so it is—to Mrs. Kennedy Heights. Here a host of her dreams have come true. That trim brick bungalow; that car in the driveway; and the baby girl playing in the checkered sunlight of the screened-in porch—there's a dream indeed!

Vines are already weaving a frame about the living room windows; by next spring the hedge in front will be waist-high. Oh, Mrs. Kennedy Heights' home will be worth going miles to see. And the interior is just as attractive—everything tasteful and practical, too.

Yet Mrs. Kennedy Heights will tell you her beautiful new home has not cost so much. Shopping wisdom—that's the secret. And here *The Daily Enquirer* has helped her. For Mrs. Kennedy Heights reads this paper as regularly as the breakfast hour comes round. And her neighbors read it, too. In this community are 432 residence buildings; here, 297 *Daily Enquirers* are delivered.

Mrs. Kennedy Heights will be buying for that home of hers and that family of hers for years to come. If you, Mr. Advertiser, would turn some of her buying in your direction, the way is open: Advertise to her in the great morning paper she reads!

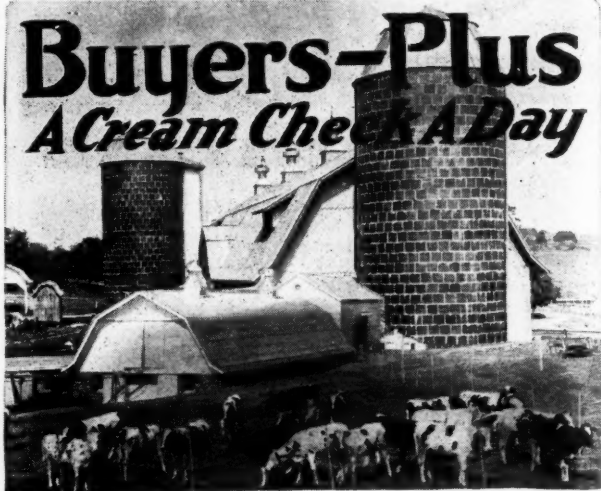


8 A.M.



ENQUIRER

stays in the home"



Series 6

20% of the total food budget of the average family is spent for dairy products.

This percentage is increasing.

Readers of THE DAIRY FARMER are prosperous because of a daily turnover in, and an increasing demand for, products of the farm dairy.

Complete information on the publication and market among its 250,000 subscribers will be sent upon request.

THE Dairy Farmer

E. T. MEREDITH, PUBLISHER
DES MOINES, IOWA

Should Research Be Charged to Sales Expense?

The Question Is Not One Merely of Allocating an Expense But of Increasing Sales

ELECTRIC ROTARY MACHINE COMPANY
CHICAGO, ILL.
Editor of PRINTERS' INK:

We are having considerable discussion in our organization as to the functions of a sales and service department, and as undoubtedly you have some information on this subject, we are writing you in an endeavor to get an outside and unbiased opinion. Naturally, we are familiar with the interpretation "service" and "sales" in a broader sense, but are particularly interested in discovering whether it is customary for a sales department to conduct a line of research in order to establish certain technical facts which would further the sale of the particular product involved.

Our organization does not contain a department of sales engineering, and it is our belief that duties of this sort should fall under what we term our service department which is in the best position to furnish technical information. To illustrate our point, we will cite one specific case:

One of the machines manufactured by us is a drum type floor surfacing machine on which various grits and makes of abrasive papers are used. Undoubtedly, among the many makes of paper on the market which this machine could use, there are perhaps several which are better adapted to our particular application. As the fixing upon these makes will involve considerable research and will also include the collecting of opinions on the subject from our users, we are wondering to what department this task and others of a similar nature would be assigned.

We would greatly appreciate any help or information which you may be able to give us.

ELECTRIC ROTARY MACHINE COMPANY
B. HOSKING,
Sales Manager.

THE question raised by this company may be answered in two ways: First, as a matter of accounting, and, second, as a matter of selling. Fundamentally, selling is of greater importance than accounting, for unless there are sales, there will be no accounting. A salesman is employed to sell goods. The less he is given to do in addition to selling, the more time he will have for selling. If he is asked to service equipment after he has sold it, assuredly he cannot be selling while he is servicing. If he is asked to improve a product, how can he be engaged in selling it while oc-

cupied in experiment and research?

Servicing does not require selling ability; it demands mechanical ability. Neither is selling ability of first importance in conducting research, but rather scientific or technical ability, or whatever talent the nature of the research demands.

So much for the essential question. To ask whether the cost of servicing or the cost of research should be charged to sales expense requires an answer in the exact terms of a particular business. Production is keyed to the number of machines which the sales department will be able to sell in a given period of time. Definite amounts of money must be budgeted for production and selling and they must bear some sort of relation to each other and to the total amount of money required to run the business. If servicing is a factor, and research is a factor, these two factors would be as definitely known in advance as production and sales. Not to provide for them in advance in the hope that "they will not amount to much," or that when the need for service and research comes up the cost can be charged to sales, is as hazardous as failing to appropriate money for an advertising campaign when all the advance indications point to the need for advertising.

What these various appropriations are called on the books is something for the accountant to decide, provided the statement at the end of the year tells the story in exact terms. If servicing and research are charged to sales, the record will not furnish a reliable guide to the following year's operations.

In querying a few of the larger industrial organizations that maintain research laboratories, PRINTERS' INK is informed that such a department does not usually

function as a part of the sales department. The Bridgeport Brass Company, for example, maintains a research staff of seventeen men and women, which is under the direction of W. R. Welsh, vice-president of the company. It is maintained for the purpose of setting standards of quality of raw materials and products and finding out whether these standards are held to. Manufacturing processes are improved and new ones developed. The staff assists the sales department, mills and customers of the company to fill orders.

The research laboratories of the New Jersey Zinc Company and the American Sugar Refining Company perform similar duties. They are regarded as necessary to the development of new business and as a service feature which can be offered to customers and prospective customers. The same is true of the International Nickel Company.

F. W. McElroy, of the service department of the Alpha Portland Cement Company, says that very little research work is done by his company, as the company is a member of the Portland Cement Association, which was formed to promote the uses of Portland Cement and to develop new uses. He adds, however, that the sales department of his own company has done some work that could be called "research," expenses of which have been charged to the sales department.

"In our organization," said A. K. Birch of the Allis-Chalmers Manufacturing Company, "considerable research work is handled through our sales engineers. In fact, practically all of our salesmen are graduate engineers and have had considerable engineering training and experience, and naturally these men are in a position to carry on such field investigations as may be desired with reference to our various products. In some cases, research work is conducted by special men and, depending primarily on whether this is for the benefit of the sales or engineering departments, the expense is

charged accordingly. In some cases, where there is a distinct division between the sales and engineering departments, certain research work in the nature of sales promotion, might be charged to advertising. We believe this is a matter for individual companies to decide, depending on the account to which their various expenditures are charged."

That this question is not always an easy one to answer, and may sometimes have embarrassing ramifications, is set forth in the opinion of S. T. Scofield, of Fairbanks, Morse & Company:

"The sales department is the point of widest contact of any concern with its trade and it can do research work ordinarily to much better advantage than the engineering department, though such effort must be supplemented by assistance from the engineering department. An engineering department investigation on a technical point is usually dependable and accurate with regard to the specific things which come under observation, but the scope of such an investigation is rarely broad enough to make it safe from the sales angle."

Mr. Scofield expanded on this thought by describing the experience of a certain company which manufactured a product used in the heavy hardware field. The company, said Mr. Scofield, undertook to use certain of its mechanical facilities for the production of an article in the automotive field. The engineering department, in this case, made a very careful investigation and built its designs upon this field investigation. The product was a costly failure, largely due to the fact that the engineering department investigation covered only a very limited number of the various sets of conditions under which the article had to perform successfully. The conditions falling outside of that group which the engineering department had investigated could not be successfully met by the article as designed.

The point Mr. Scofield brings out is this: Had this investigation

Boston's trusted guide to the stage, screen and symphony

Not content with publishing merely perfunctory reviews, the Herald-Traveler has maintained for years a staff of dramatic and musical critics whose considered opinions are Boston's accepted guide to the stage, screen and symphony.

Under the gifted supervision of Philip Hale, this paper's columns have become the recognized forum for popular discussion of the dramatic and musical arts, both at home and abroad.

To serve all its readers in an authentic and entertaining way is the constant aim of the Herald-Traveler. Every day, on every page, the Herald-Traveler presents something to interest some member of each family it serves. In its varied departments, the Herald-Traveler fills the newspaper want of more than a quarter-million families no other Boston paper can ever hope to satisfy.

Let us send you "Business Boston," a valuable booklet that points out the unusual possibilities for *your* advertising message addressed to this responsive section of Boston's divided market.



BOSTON HERALD-TRAVELER

been conducted through the sales department, the very wide contact of the salesmen with the field would have familiarized them with practically every condition under which the product was to be used. In other words, it would have given them such a perspective upon the field that it is probable the product never would have been made at all.

He concludes: "The question of whether an investigation on the technical points of a product should be carried as a sales expense is one of accounting, I think. It has been my observation that if it were necessary to carry it as a sales expense in order to insure its being done by the sales department or by sales trained men, it could be very well carried as a sales expense.

"This matter of proper research and information behind selling is a very live one with me and there are some problems now being worked out along this line in connection with our own work which seem to me to emphasize the very importance of having this work done from the sales angle."—[Ed. PRINTERS' INK.

Start New Art Service at New York

Esther E. Duckwall and Marjorie Signer, fashion artists, have opened a studio in New York. A fashion service under the name Art Ads, will be conducted for planning direct-mail advertising for the women's ready-to-wear trade.

A. A. Gache with Walter Scott Agency

A. A. Gache, formerly with the F. J. Low Company, Inc., New York advertising agency, has joined the staff of Walter Scott, advertising agency, also of New York.

Eugene Murdock Joins the Commonwealth Press

Eugene Murdock, who was formerly with Monroe & Southworth, Chicago printers, has joined the sales staff of The Commonwealth Press of that city.

Miami "Tribune" Appoints Lorenzen & Thompson

The Miami, Fla., *Tribune*, has appointed Lorenzen & Thompson, Inc., publishers' representative, as national advertising representative.

Dromedary Appeals to Grocer through Home Life

After all, the grocer is only human. In his home he has the same difficulties that his customers have, and out of necessity, must meet and overcome them in much the same way. It is practical reasoning along this line that leads the Hills Brothers Company, New York, distributor of Dromedary dates, to attempt to cultivate the grocer's goodwill by an appeal to his home-life. "When is a Grocer not a Grocer? When he's at home!" is the caption of a recent humorous trade-paper advertisement used by the company.

An attractive cartoon in color, pictures a troublesome domestic scene. The grocer's children are on a rampage. Won't eat their cereal. Are even upsetting the bowls. The mother is distracted. Even the "God Bless Our Home" sign upon the wall is hanging askew.

The master of the house looks somewhat perturbed as he is making an exit. The wife exclaims, "I've worried myself to a skeleton about them, but they just won't eat their cereal. For goodness' sake find something they'll eat!" He replies, "Calm yourself, my dear. I'll attend to it."

At this point, a talking point for Dromedary dates is introduced in the text which advises, "When little matters come up in your home, remember that Dromedary dates are a natural candy for kids." It explains the manner in which dates may be served along with cereals to make the latter more appetizing and points out their value as a food.

If the good-will of the grocer can be aroused for a product in connection with his home-life, there cannot be much doubt but that the grocer will be better able to talk well of the product in his store.

Reports Increased Sales of Blue Ribbon Mayonnaise

Richard Hellmann, Inc., New York, manufacturer of Blue Ribbon mayonnaise, reports sales for the first eight months of 1925 amounting to \$3,965,112, compared with \$3,229,288 in the corresponding period of 1924. This is an increase of over 22 per cent.

Radio Account for Montreal Agency

Dominion Thermodyne Radio, Ltd., Montreal, has appointed the Dominion Advertisers, Ltd., of that city, to direct a new campaign which is being planned. This calls for the use of newspapers, magazines and trade papers.

Join Portland, Oreg., "News"

T. E. Miller, formerly with the Parker Pen Company, has joined the advertising staff of the Portland, Oreg., *News*. Mrs. Rose Eberding has been made assistant in the food advertising department.

New Rates!

Effective November 1, 1925, the flat rates per agate line in the New Orleans Item (evening except Sunday), the Morning Tribune (morning except Sunday), and the Item-Tribune (Sunday), will be as follows:

Week days:

Item 15c

Tribune 10c

Combination . . 20c

Sunday 18c

An advertisement at the combination rate may first appear in either paper but must follow within three days' time in the other.

Now—cover New Orleans, morning and evening, day in and day out—at ONE cost!

New Orleans Item-Tribune

Hold It 2 Weeks

Don't publish that "clever" ad
just yet—it may be too costly
an indulgence

A GOOD rule in advertising is when an ad seems "clever," to hold it, say two weeks, for another reading. Then you may drop it in the waste basket.

It is a rule every advertising agent, every newspaper and magazine publisher, every writer should have printed in bold letters and pasted on his wall. It will save millions in both dollars and missed sales.

Ads that *seem* clever rarely sell much merchandise.

Ads that *are* clever never show it. Like the successful conjurer, they do their best work without the audience being conscious of it.

Yet few of us escape the desire, at times, to throw off the shackles a bit and "do" a clever piece of copy.

For instance, one of the advertisements for ourselves, intended for this series, was all in type, ready to go to press, under the heading "Carthage Must Be Destroyed."

We wanted to show the power of repetition of a given thought in advertising. The text dealt with Cato's inevitable warning to the Roman Senate, "Carthage Must Be Destroyed," as an example of the

power of stressing a central idea. So we thought that would make a fine heading for the ad.

Only our "hold it two weeks" rule saved it from becoming a published mistake, because mature consideration, and a "cold" reading made obvious that the Carthage simile, while permissive, when used in the text, was extraneous to our subject as a headline.

So, the advertisement was released with the text unchanged but with "The Central Idea in Advertising" as its heading.

The object of advertising is to sell goods by convincing the public those goods are essential to the lives of people. And that is a serious business. Tricks, slogans, cleverness won't do it.

You must mould public opinion *your* way. And that means a convincing tone, well chosen words, simply phrased sentences and *common-sense* thought.

Study Arthur Brisbane's "TODAY." Millions read him. Study the style of other great editorial writers. They sway millions.

Study successful advertising. Millions read it and it sells millions. Do that, and you will never run a "clever" ad.



LORD & THOMAS

NEW YORK
247 Park Avenue

Advertising

CHICAGO
400 North Michigan Avenue

LOS ANGELES
1151 South Broadway

LONDON, ENGLAND
Victoria Embankment

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.

first!

The New York Herald Tribune led all New York Sunday newspapers in volume of RADIO Advertising on the Sunday before the opening of New York's two great Radio Shows.

During 1924, and for 1925 to date, the Herald Tribune carried more Radio advertising than any other morning or Sunday newspaper in the World's greatest market.

New York
Herald Tribune

Federal Land Banks Ready for Third Advertising Step

A Report on What Will Be Done and on What Has Been Done to Sell a Plan That Meets the Fundamental Financial Needs of American Agriculture

By Albert E. Haase

A THIRD and logical advertising step will be taken shortly by the Federal Land Banks. Before its nature can be stated it is necessary that some explanation be given concerning the operation and work of the Federal Land Bank plan and concerning its first two advertising steps.

In brief, the Federal Land Bank plans to take the melodrama out of the farm mortgage.

An act of Congress made the Federal Land Banks a part of the United States banking system in 1916. There are, today, twelve Federal Land Banks operating in different sections of the country for the primary purpose of promoting a sound and prosperous agriculture. The method of operation of a Federal Land Bank can best be told in the terms of a concrete case.

A farmer desirous of mortgaging his farm in order to raise a certain amount of money makes application for the mortgage at the office of a local association known as the National Farm Loan Association. This local association is the connecting link between the district Federal Land Bank and the individual borrower. Its membership is made up of other farmers in the neighborhood. These members make, and administer their own by-laws, subject only to the Federal Farm Loan Act and the general rulings of the Federal Farm Loan Board.

The next step is an appraisal of the applicant's farm. This appraisal is made by a loan committee of three members of the local association—men who are acquainted with local conditions. Not every farmer can obtain such a loan, nor does an applicant's wish alone determine the amount.

There are restrictions, such as the following:

No loan can exceed 50 per cent of the value of the applicant's land plus 20 per cent of his permanent improvements. In no case can it exceed the total of \$25,000. No loans are ever made to landlords who rent or for speculative purposes. It is required of the borrower that he personally supervise management of the farm on which a mortgage is given and that he use the money only for certain approved purposes.

If favorable action is taken on an application by the local association, the opinion of the Federal Land Bank serving that district is sought. The property is re-appraised by an appraiser appointed by the Federal Farm Loan Board. This appraiser's report and the application of the farmer must, however, be first submitted to and approved by the Securities Division of the Federal Farm Loan Bureau in Washington.

WHAT FARMER MUST DO

Upon taking out the loan, the farmer must become a member of the local association. He must subscribe to an amount of stock in the local association equal to at least 5 per cent of the loan that has been granted to him. By becoming a member, he assumes responsibility for the debts of the association equal to the value of his stock. This means that he has taken on a so-called "double liability" such as is assumed by all stockholders of national banks.

The local association, in turn, guarantees to the Federal Land Bank the prompt payment of principal and interest on the individual mortgage and invests the money received for its stock from

each borrower in the stock of the Federal Land Bank.

The farmer pays interest at the rate of 5 or 5½ per cent for such loans, depending upon money conditions in his locality. The loan may extend over a period as long as thirty-four and one-half years.

What does all of this mean to the farmer? It means this: Before the creation of the Federal Land Banks nearly all farm mortgages were made for a period of only three to five years. Now, he can have as much as thirty-four and one-half years in which to pay it off, and he is shown how to save in order to be able to pay it off. In many cases, before the establishment of Federal Land Banks, farmers paid as high as 42 per cent for their money. Of course, it wasn't called interest, but interest is what it was, nevertheless. Today, he pays but 5 or 5½ per cent interest.

Where do these Federal Land Banks get the funds to meet the farmers' demands for loans? From the investing class of the entire nation. Federal Land Bank Bonds in denominations ranging from \$40 to \$10,000 and bearing an annual interest rate of 4½ per cent are the means whereby funds are supplied.

There is no charity in the plan. It is a business proposition, and from the beginning has been treated as such. It has been sold in a businesslike manner through advertising.

It has already been indicated that two advertising steps have been taken.

The first advertising campaign was one addressed to the farmers of the country. For a period of three years, in practically every farm paper in the country, advertising space was used to make plain the purpose and operation of the plan to the farming population and to invite farmers to make use of it. And the farmers have responded to this advertising. Recently, the Federal Farm Loan Board announced that the twelve Federal Land Banks had resources of over \$1,000,000,000, and that they were supported by more than 4,600, local National Farm Loan

Associations with a membership of more than 350,000 farmers; which means that more than 350,000 farmers had borrowed money on first mortgages through this system.

The second advertising step was a campaign that sought the investors' money in return for Federal Land Bank Bonds. Space in general publications was used to tell the sales story of Land Bank Bonds to the general public. The copy in this campaign was a presentation of one or more of ten basic reasons why careful investors should buy such bonds. The confidence which the investing public has come to have in these bonds is indicated by the fact that many thousands have purchased them in amounts ranging all the way from a few hundred dollars up to several million. There are, at present, in the hands of investors, Federal Land Bank Bonds valued at approximately \$1,000,000,000.

WILL TALK TO BOND SALESMEN

Now the Federal Land Banks have planned to take a third and logical step. They have planned an advertising campaign that is addressed to the bond salesmen of the country. Advertising space in more than fifty financial publications will be used. Bond salesmen will be told in financial language the whys and wherefores of Federal Land Bank Bonds.

As an example of the manner in which this copy talks, read the following paragraphs in which farm mortgages are likened to railroad mortgages, a subject most bond salesmen readily understand:

"A farm mortgage like a railroad mortgage," says the copy, "can be paid only from annual net earnings, and the old three and five-year mortgages were as unsound economically for the farmers as would be the major financing of a great railroad on the same basis. They meant repeated and expensive renewals, often in an adverse money market, always anxiety and too often failure."

The copy, having opened the salesman's mind by the use of rail-

What Jones wants to know

Bill Jones, that dealer of yours in
Baraboo, doesn't care—

whether you have ten dealers or ten
thousand

whether your factory covers ten
acres or ten feet

whether your sales in New York and
Chicago aggregate one million or ten

whether your general advertising
program comprises ten mediums or
ten hundred

What Bill Jones wants to know is:—

“What are you doing for me, Bill Jones,
to increase my sales right here in
Baraboo?”

*Thousands of other Bill Joneses are
asking the same question. Perhaps
we can help you to answer them in
a way that means greater sales.*

CHARLES FRANCIS PRESS

*Sales Promotion Campaigns
to Dealer and Consumer*

461 EIGHTH AVENUE
NEW YORK

road mortgages as an entering wedge, then proceeds to sell Federal Land Bank Bonds to him in the following manner:

They meant the withholding of needed economic improvements such as liming, draining and tiling, and consequent impairment of production. They meant delay in modernizing the farm, thus driving many a farm boy off the farm, the continuing tragedy of American agriculture.

The Federal System brought the amortized long-time loan (with liberal repayment privileges) so adjusted that on the basis of 5½ per cent interest, the rate at this time, semi-annual installments of \$32.50 pay the interest and retire the principal in thirty-four and one-half years.

This enables the farm borrower in a prosperous year to improve his farm and add to his home comforts, and make farm life more worth while. That there was a real need and desire for such a service is evidenced by the fact that in less than seven years of active operations, 362,569 farmers have borrowed \$1,114,007,848 and that it was not solely a question of rate is shown by the fact that Iowa, most favored of all the States by Mortgage Bankers, has more Federal loans than any other State in the Union, except Texas which is a Bank district by itself.

After these statements, the copy discusses such questions as the validity of the bonds; their yield; the types of investors that should look with favor upon them; and lists the denominations in which they are issued.

Illustrations that interpret the farm as a business have been worked out. The tractor plays an important part in imparting such an atmosphere. Two of the basic products of the farm—wheat and corn—enter into the illustrative theme. The Capitol Dome is also present in every advertisement to indicate that the United States is the sponsor for the Federal Land Bank System.

This third campaign will start on October 1, and will continue for at least three months.

General Motors Shows Large Increase in Sales

During the month of August the General Motors Corporation, Detroit, sold 76,546 cars and trucks. This is 21,704 more than were sold in August, 1924. Sales for July, 1925, amounted to 65,850 cars and trucks and 75,864 in June. With the exception of January and February, every month this year has sales in excess of those for the corresponding months of last year.

Peninsular Publishing Company Appointments

The Peninsular Publishing Company, Tampa, Fla., publisher of *Suniland* and *The Packing House News*, has appointed the following to its sales staff: N. K. Concannon, recently with the advertising department of the *Boston American*; C. C. McKinney, formerly a representative at Chicago, and Richard J. Sloman, of New York. Mr. Concannon will represent the publications at Ocala, Fla., Mr. McKinney at Fort Myers and Mr. Sloman at St. Petersburg.

Does Anyone Use This Slogan on Ginger Ale?

H. JEVNE CO.
LOS ANGELES, Sept. 1, 1925.

Editor of PRINTERS' INK:

Do you know of any objection to using the slogan or expression: "The Aristocrat of Ginger Ales?"

We believe this expression has been used by an Eastern manufacturer but wonder if it has been copyrighted, or if there is any objection to using this expression locally.

H. JEVNE COMPANY.

T. H. MacRae Leaves S. E. Hendricks Company

Thomas H. MacRae has resigned as president of the S. E. Hendricks Company, Inc., Chicago, publisher of "Hendricks' Commercial Register," and as vice-president and general manager of MacRae's Blue Book Company, of that city.

F. E. Tracy Joins Blatz Brewing Company

Frederick E. Tracy has been appointed advertising manager of the Val. Blatz Brewing Company, Milwaukee. He was recently with the A. B. Dick Company, Chicago, mimeograph machines.

Palm Beach "Times" Appoints E. Katz Agency

The Palm Beach, Fla., *Times*, has appointed the E. Katz Special Advertising Agency, publishers' representative, as national advertising representative.

With Amos Parish & Company

Burt MacBride has joined Amos Parish & Company, Cleveland advertising service, as associate director. He was formerly assistant advertising manager of Abraham & Straus, Brooklyn, N. Y.

Russell T. Gray Incorporates

The industrial advertising service formerly conducted under the name of Russell T. Gray, Chicago, has been incorporated as Russell T. Gray, Inc.

The
I. T. D. *

I. T. D. * is a world-covering organization of experienced merchandising experts, ready, on-the-spot, to act for you in any business transaction, in any foreign country at a fixed fee.

I. T. D. * *service includes;*

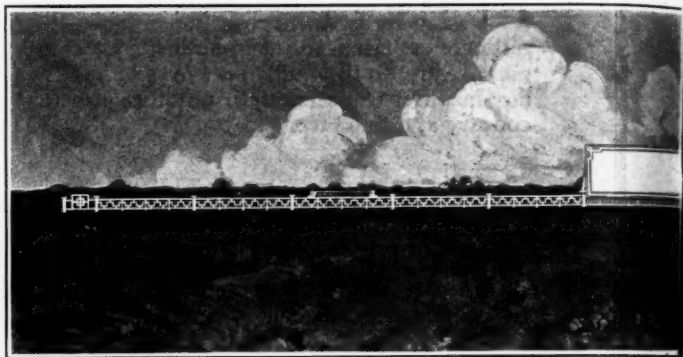
- Securing agents for sales or purchases.
- Foreign market investigations and reports.
- Commercial and financial reports on foreign firms.
- Collections and adjustments.
- Securing for clients competent accountants and legal advisors in any foreign country.
- Introductions in foreign countries in person or by letter and cable.
- Referring to you inquiries from foreign countries.
- Handling rejected shipments in foreign countries.
- Translations.
- Use of branch offices when traveling.
- Sample exhibition space at foreign branches.
- Distribution of advertising matter in foreign countries.
- Confidential investigation of your agents.
- Lists of buyers or sellers of any product in any country.

[**GREEN SEAS and YELLOW GOLD**
tells the details and will be sent to any
executive requesting it on his business
stationery.]

***INTERNATIONAL
TRADE DEVELOPER CORPORATION**
247 Park Avenue, New York

Maxwell's Latest S

On the Greatest Thoroughfare in the World



500 Feet in

Different from and superior to any other type of bulletin embellishment.

Your advertisement stands alone, supreme on 500 feet of leased ground, which keeps all other bulletin signs more than 200 feet away from yours, giving individual attention to your copy.

The running balustrade picks up the attention of the traveling public, moving in either direction, and directs it to the copy.

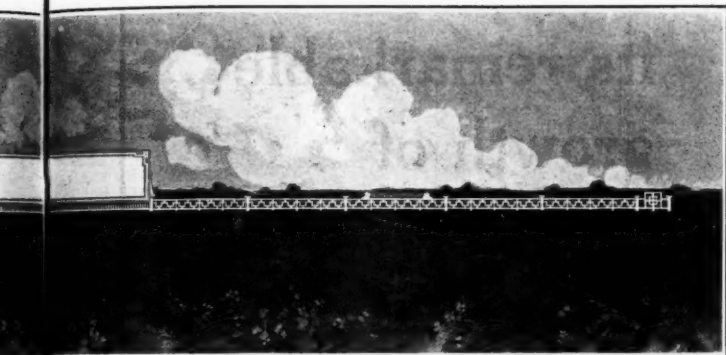
CHOICE LOCATIONS AVAILABLE

New York
Office:
220 W. 42d St.

The R. C. Maxwell Co.

st Super - Standard

rd Pennsylvania Railroad N. Y. to Phila.



et in Length

Liberal copy area containing 2000 square feet—20 x 100 feet, elevated well off the ground, handsomely De Luxed, and standing 25 feet from the ground level to the top of the bulletin.

Specifications include change of copy, color and design, three times a year in as many colors as desired. If change of copy, color and design are required more frequently than every four months, a nominal extra charge of 10% for each change will be made.

WRITE US FOR PRICES

ell Co. Trenton N.J.

17 South
New York Ave.
Atlantic City
N. J.

—and right
abreast of
its remarkable
growth of
circulation the
Detroit Times
is piling
up some unusual
records in the
growth of
advertising—

*local
national
classified*

The Bobbed Era in Retouching

The Modern Retoucher Clips Off Unnecessary Details and Non-Essentials

By a Commercial Art Manager

THE retouching methods of yesterday are as obsolete and as old-fashioned today as hoop-skirts and ear-muffs. It is just as well that a change came about. If there was one department of commercial art which stood in grave need of overhauling, it was that of the retoucher.

Fifteen years ago, or less, retouching followed a definite school. There was no individuality and none was attempted. One job, as it came from the artist, resembled every other job. And the artist who could introduce the greatest amount of fine detail was made king over the entire domain of still-life drawings.

Very largely, this was the fault of the advertiser himself who insisted upon a perfect reproduction of his product. It was insisted that pictures of the article must reflect every light and shadow, every screw and bolt, and cog and wheel.

What the retoucher did was to check up on a photographic copy and dress it up in Sunday clothes. Such additions as he made had to do wholly with accuracy of detail.

With an air-brush, he would set to work blowing over surfaces, touching out defects and shadows, and otherwise supplying as faithful a copy of the original as was possible.

Artistic license never for a moment entered into this business. In fact, license of any kind was unthinkable.

But now there is a new idea in

retouching. It expresses itself in a cheerful willingness to sacrifice detail for effect and to substitute for stupid non-essentials real flashes of imaginative skill. Today, the retoucher is an artist in every sense, not a mere automaton operating a mechanical device which sprays liquid pigment upon the surface of a photographic



THESE TRIMO STUDIES OF AN INANIMATE OBJECT ARE CHARACTERISTIC OF THE NEW MOOD

print. He sees beauty in the most prosaic subject. Save in rare instances, the old-style air-brush is not used at all.

A factor responsible for the change is linked with a revolutionary advertising practice. The public is being slowly cultivated in the matter of mechanical devices. The manufacturer has found that he can interest people in such devices although it has

never been done before. The housewife is made to understand the wisdom of mastering the intricacies of what electric motor is inside her vacuum cleaner. What is inside the radio cabinet seems to intrigue the radio fan as completely as its physical appearance and the mere turning of a dial. The telephone has been dissected, from top to bottom. An advertiser of automobile timers told the writer that his advertising was not productive until he began introducing illustrations of the inside of the timer, complicated as it was. People want to know "what makes the wheels go around" as applied to almost every essential device.

One step in the furtherance of this idea was the new spirit injected into the visualization of such themes. Mere photographic reproductions of machines and parts of machines would not do. Campaigns had to be illustrated from a new angle and with a new audience in mind. What would appeal to a plant engineer, an architect, a builder or a manufacturer, would be far less interesting to the layman.

THE RETOUCHER HAS CHANGED

That there is such a thing as putting inspirational touches to the frankly prosaic subject is not now doubted. Artists are proving it every day, but they are in no sense "retouchers," as we once understood this term. In fact, it is really not retouching at all, since in the majority of cases, the work is not done over a photograph. Original drawings and paintings are made and handled in the modern technique, which is sometimes decorative, sometimes postery in treatment, sometimes characterized by elaborately-conceived lighting effects.

The camera has not been dispensed with, of course; but the air-brush, as advertising once knew it, plays an insignificant part. The artist now seeks to simplify. Entire areas are painted over in flat tones of grey or black or white. Middle tones are dispensed with, wherever possible. The high spots in the

object are seized upon and emphasized, while the unimportant points are glossed over, lost entirely, or deleted. It is sought merely to create an impression of the product, rather than a mechanically-correct interpretation.

In cases where camera prints are used, the detail and proportions and correct drawing are supplied, which proves helpful. The artist, however, minimizes the subtleties of his print. He attempts to interpret them in the least number of tones, for he has found that drawings handled in this manner sparkle and take on a quality of reader appeal which is lacking when the old-style atmosphere is present.

When retouching lumbered along on its former schedule, all reproductions of such objects were very much alike. There was no individuality. One retoucher's work was practically identical with the efforts of another. But this newer scheme provides for as much variety of technique and art interpretation as you will find in figure studies or the general run of advertising illustration. Each man devises some distinctive touch or idea of handling. There is far greater variety and, therefore, added reader interest. And an original drawing is almost always more attractive than a still-life photograph.

Perhaps the most characteristic example of the newer idea in retouching, now current in periodicals, has to do with ordinary wrenches. The very first consideration of The Trimont Manufacturing Company was to secure an unusual reproduction of its star wrench, something that would be entirely unlike the old-style illustration. The advertiser knew that this would mean greater reader interest in the tool.

A series of drawings was made, based on accurate photographs, in a number of unusual poses. But from this point on, the painfully-detailed school of illustration ceased to exist. Entire areas were painted over in poster gray: lighter gray supplied such added detail as was necessary, and then

HARRIS POLK HAT CO.
and Sloan Force Hat Co

MANUFACTURERS OF
THOROUGHbred AND WORTH
PEP STRAW
CAPS HATS
HATS
GLOVES AND KNIT GOODS

St. Louis

May 15, 1925.

The Arizona Republican,
Phoenix, Arizona.

Gentlemen:

Your efforts in our behalf with the Boston Store are greatly appreciated and we hope eventually to stock this firm with our line.

In the meantime our campaigns in your paper are very thoroughly serving the needs of our dealers in the surrounding towns. We see that Stauffer's at Glendale are tying in with all of the ads with a good size connectup.

We like the way you are continually putting our advertisements on the sport page. That's where they belong and we appreciate your thinking of it.

The photograph of your window display gives us a good idea of how the original window looked. It is in such a good location on your main business street that it is bound to receive a lot of attention.

Your excellent co-operation but confirms us in our original belief that The Republican is the paper to use in Arizona.

Yours very truly,

HARRIS-POLK HAT CO.

J. W. Harris
J. W. Harris, Pres.

vigorously introduced blacks, run near areas of pure white, supplied the brilliant, scintillating contrast which is the life of such reproductions. These whites, by the way, are cut out on the plate, and the blacks are burnished.

These Trimo studies of an inanimate device are characteristic of the new mood, the new spirit in so-called retouching. They are imaginative and they are inspirational. If a man wants to see every little detail, he can do so at the nearest store. The essentials are what interest the artist.

Louis Brookman, Jr., Joins "Concrete"

Louis Brookman, Jr., has joined the Concrete Publishing Company, Chicago, publisher of *Concrete*. He will cover the territory west of Pittsburgh. For the last eleven years he had been on the advertising staff of The Chilton Company and the Class Journal Company.

Karle Lithographic Company Opens Utica Office

The Karle Lithographic Company, Rochester, N. Y., has opened an office at Utica, N. Y. Everett Whitmyre, who has been Eastern representative for the Karle company, is in charge.

Bert North with Aladdin Art & Advertising Service

Bert North has joined the staff of the newly organized Aladdin Art and Advertising Service, Newark, N. J. He formerly had conducted a business of his own.

O. S. Johnson with Connors Bros.

O. S. Johnson, recently Canadian manager of Oxo Limited, Montreal, has been appointed general sales manager of Connors Bros., Limited, Black's Harbour, N. B.

C. D. Davidson Opens Art Studio in Grand Rapids

C. DeWitt Davidson has opened a commercial art studio at Grand Rapids, Mich. He was formerly with The James Bayne Company and the Gentz Studios, both of Grand Rapids.

W. I. Orchard to Direct Advertising Course

William I. Orchard, of the George Batten Company, will have charge of a class in advertising to be given at the New York Evening High School.

Salt Lake City Advertises Itself Successfully

The advertising and publicity committee of the Salt Lake City Chamber of Commerce-Commercial Club reports that the results of its 1925 advertising campaign have been highly satisfactory. A total of 265,922 tourists were reached while in the city with literature, either by direct mail or personal call, which appealed for an extended stop-over.

It is estimated that, on the basis of an expenditure of \$8 per day and an average stop-over of two days, a total of \$6,400,000 was spent by tourists this year. The cost of the advertising campaign amounted to \$37,825. Newspapers, magazines and direct mail were used.

Cincinnati Advertised as Tool Industry Centre

Cincinnati machine tool manufacturers have begun a co-operative advertising campaign in business papers to forward the interests of Cincinnati as a machine tool market. The first piece of copy points out that world production of machine tools centres in Cincinnati. The slogan of the campaign is, "Cincinnati makes more machine tools, in larger variety, than any other city in the world. To see any up-to-date machine tool, come to Cincinnati."

Sam Cherr Joins Young & Rubicam

Sam Cherr has become associated with Young & Rubicam, Inc., Philadelphia advertising agency. He was formerly with N. W. Ayer & Son and The H. K. McCann Company. For the last several years Mr. Cherr was with the *New York American*, of which he had been assistant advertising director.

San Antonio "Express" Advances J. E. McComb

The Express Publishing Company, San Antonio, Tex., publisher of the *Express* and *Evening News*, has appointed John E. McComb as manager of its national advertising department. He has been with the company for several years.

New Accounts for Charles C. Green Agency

The Orangeine Chemical Company, Chicago, Ill., and the Dill Company, Norristown, Pa., have appointed the Charles C. Green Advertising Agency, New York, to direct their advertising accounts.

Screen Advertisers Association Plan Fall Meeting

The Screen Advertisers Association will hold its fall meeting as guests of the National Cash Register Company at Dayton, Ohio, on October 29 and 30.



*Our September Issue
the largest Yet!*

*Advertising Gain —
14.8%*

*Circulation Gain —
23.9%
(over September last year)*

**NATION'S
BUSINESS**

Washington

200,000 Circulation (Member ABC)

Reproduced from a full page in LIFE



THANK YOU FOR SUBMITTING YOUR COMPETITIVE BIDS

I GET competitive bids on practically everything I buy for my family for from 5 cents up.

I want to thank you national advertisers for this. (Maybe you don't know you're doing me this kindness, but thanks.)

You boys talk to me in the open. You tell me what you have and how much. Other advertisers listen to your message to me. You all strain to make your sardines and neckties bigger and better and to clip your prices close—to please me. Every ad is a bid. I sit hard-nosed and decide.

Of course I know your first ads don't mean so much. But when you repeat—ah! Continuous advertising is the proof of the pudding it advertises. It is sure evidence of contented consumers. (Is somebody paging me?) Advertising never rings a false alarm twice.

So, how good and how much is what you've got? Bids received on anything. All bids unsealed. Quality considered as well as price. Make your bid attractive, because over a hundred million people will follow my example if I take your proposition

*Andy
Consumer*

THE NATIONAL ADVERTISER BETS HIS
ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

No advertiser or league of advertisers and no advertisers' representative could say the things about advertising that Andy Consumer says in frequent numbers of LIFE. He's on the consumers' side of the fence, with their point of view, and pretending to be their spokesman (the rascal!)

L i f e

L i f e presents

Andy Consumer

—hard-nosed potentate—no longer a small potato since national advertising has made him the most besought personage in the world—the bird who with his buying power, sits on the destiny of all advertisers—

—tells his fellow consumers *their side* of national advertising—how nice they really have it—in frequent numbers of LIFE.

It's a story you want them to hear.

We are letting Andy tell it because we are in a fine position to do informal and unexpected things, and also because we like national advertisers. We appreciate the fifteen million dollars you have spent with us. Anything we can do in return—you know!

READER-TURNOVER and high-visibility make advertising in LIFE many times as valuable as the rate indicates. You pay us for paper and production, but you get gratis the endless passing-around and re-reading, the immense secondary circulation, enjoyed by every copy of LIFE.

CLAIR MAXWELL, Advertising Manager
598 Madison Avenue, New York City

Boston Office:
127 Federal Street

Chicago Office:
360 N. Michigan Avenue

The October 1925 issue of FACTORY shows a gain in advertising of 28.3% over the issue of October 1924.

The gain in September over 1924 was 19%—in August, 10.2%.

FACTORY

THE MAGAZINE OF MANAGEMENT

Other Shaw Publications are: SYSTEM, the Magazine of Business, HARVARD BUSINESS REVIEW
British SYSTEM, THE JOURNAL OF LAND & PUBLIC UTILITY ECONOMICS,
INDUSTRIAL MERCHANDISING

What Place Has Psychology in Advertising?

The Business Man and the Psychologist, Working Together, May Revolutionize Current Advertising Practices

By C. B. Larrabee

GO back fifty years or so—to the days of Hayes and Tilden, Blaine and Conkling. Get a copy of the New York *Tribune* or *Sun* and look at the advertisements. One of the favorite forms of really clever advertising in those days was to buy several columns and fill them, in eight or ten point types, with the repetition of one phrase.

Those old timers had sensed the value of repetition and were trying to put over their message by the sheer power of reiterating a single message again and again.

Come ahead twenty or thirty years and take a look at the candy counter in any corner drug store. Notice that the packages were mostly square packages of shape and size that allowed the candy to be packed in three, or perhaps two, layers. The full pound box was there, all right, but in appearance it seemed about half the size of many of the present, flat, one-layer boxes.

In 1875, most advertisers had never heard of psychology, or if they had heard of it knew it as something that was taught to teachers at the State Normal school. In 1905, advertisers were beginning to awaken to the fact that psychology played some part in selling—but only a few dreamers had a vision that some day its study would become an integral part of many advertising campaigns.

No, psychology was a thing of theory while advertising was based on fact. The business man was too busy with business to bother about psychology and the psychologist was too busy with psychology to bother about business.

In 1921, R. B. Franken conducted an investigation to determine the proper shape of a container for canned food in order

to get the greatest apparent size. He discovered, for instance, that a tall can with a small radius seemed much smaller to the casual observer than a short can with a large radius, although both were of the same cubic contents. The flat size was adopted by the manufacturer, although it cost somewhat more to make.

In 1920, Adams prepared a group of advertisements in the form of a booklet in which some appeared only once, some twice, and some four times. Forty persons were asked to look through the booklet at their own rate and immediately after to report what they had seen. He discovered that the advertisements which appeared four times were mentioned 2.6 more times than those that appeared but once. In other words, he was applying science to the study of repetition.

Both of these incidents are described in a recent book, "Psychology in Advertising," by Albert T. Poffenberger, Ph. D., associate professor of psychology at Columbia University. They are but two minor instances chosen from literally hundreds that are reported in Professor Poffenberger's book.

SCIENCE INVADES BUSINESS

In this exhaustive study of psychology as it affects various phases of advertising there is a somewhat startling evidence of how this science has invaded business. The old-timer believed that advertising was a business and that psychology was theory. He had no time for theorizing. The modern psychologist is proving that old-time advertising was built mostly on theory and that theories have to be proved by the facts of psychology. The old timer, stumbling on the value of repetition, arrived at results through intuition. If

he had been able to call upon an expert psychologist, he could have arrived at the same results in half the time and would have been spared a great many of the mistakes that he made.

Don't take this as a disparagement of the old timers. Most of the successful advertisers and agents of forty and fifty years ago were not only good business men—they were also natural psychologists. They were like the French peasant who found he had been speaking prose all his life—they "spoke" psychology without knowing it.

Today, the agent and advertiser have learned through experience that the psychologist has a definite place in the planning of a campaign. The psychologist is primarily a research worker and research is becoming increasingly important. One of the basic factors in research is the questionnaire and it is the psychologist who, by means of exhaustive experiments, has shown the elements that go into the making of a good questionnaire.

One of the first requisites of a good advertisement is that it shall get and hold attention. It is here that the psychologist steps in and defines attention and makes his experiments which open up new fields to the advertiser who is looking for short cuts to the prospect's attention. He studies the attention value of magnitude, of repetition, of location, of color and illustrations.

Another requisite of a good campaign is its memory value. Memory is one of the chief studies of the psychologists. For years, he has been experimenting with rats, cats, dogs and other animals to determine the importance of memory and association. Now, he transfers his experiments to the consumer, the man who comes into the store to buy a necktie or a tube of shaving cream, and uses as tools the package and the advertisement.

So he goes right down through the mechanics of advertising. He studies the capacity of a product to satisfy human needs, he studies the elements of a good advertise-

ment, he studies the value of positions and mediums.

One of the chief objections that advertisers made to the early work of the psychologist was that a large part of the experimenting was carried on in the class room, under class-room conditions, with students who knew that they were being studied and who were themselves more or less trained in the rudiments of advertising. "Such conditions," said the advertiser, "militate against fair and unbiased study of the problem at hand."

The psychologist answered this objection in two ways. First, he went out of the class room and conducted his investigation in typical stores. Most of Mr. Franken's package investigations have been carried on in this way. For instance, an experiment to determine the best shape for a toilet article package was made with women who were questioned across the counters of drug stores.

Next, the psychologist compared the results of his class-room experiments with those of consumer experiments and showed, with astonishing frequency, that the two types of experiments tallied closely in results.

ONLY A START HAS BEEN MADE

As yet, however, the psychologist has barely begun to do his job. It is significant that a reading of Professor Poffenbergers' book shows that most of the worthwhile experiments in advertising have been conducted during the last ten years—most of them since the war. No science can prove its real value in so short a time. That such unusual results have been obtained in this short period is indicative of what may be done in the future.

Business, always slow to take up innovations, has been slow to take up psychology except as a somewhat neglected plaything. Frequently, it has called upon the psychologist, paid him his fee and then refused to use the data gathered because the data went against what the advertiser, for want of a better term, called "common experience." Another advertiser, not

In every plan for New York City—

careful study should be made of a powerful modern force: The Daily Mirror. It has entertaining, pictured news and features—in convenient, attention-getting tabloid pages. Appeals to *all the family*. Fastest growth of all daily newspapers in America. Guarantees more circulation* than 6 other New York daily newspapers show on their last statements. Costs far less than any other with as great circulation.



N. Y. DAILY MIRROR

J. MORA BOYLE, Advertising Director, 55 Frankfort Street, N. Y.
Western Office, 326 West Madison Street, Chicago.

300,000 circulation

*Yearly average net paid daily now guaranteed, compared with 218,431 average on last statement.

too wedded to common experience, has taken the same data and revolutionized his advertising and his profits. This has not happened once but several times.

In fact, the chief obstacles in the way of psychological experiment as a business force are "common experience" and lack of data. The latter is perhaps the more serious of the two.

No science can accomplish wonders within a few years. Psychology is no exception to the rule. More research is needed. More experimenting must be done. Working independently of the advertiser, the psychologist has already uncovered some remarkable data. As yet, however, these data merely scratch the surface.

If the psychologist is to advance with any degree of rapidity he must make certain demands of the advertiser. The first demand is that the advertiser will keep an open mind, that he will forget his outworn objections to psychology and make a definite effort to see where psychology is to fit into business.

The second demand is that the advertiser give his whole-hearted co-operation to research and experiment. This is not a plea that more advertisers go into philanthropic work to found homes for indigent psychologists. It is rather a plea that once the advertiser does decide to employ the psychologist, he shall place at his disposal every possible means for conducting experiments and will not call a halt to the work as soon as some experiment goes counter to "common experience."

Psychology is on the threshold of service, but it never can perform its greatest services until more research is done and until the natural antipathy between the business man and the psychologist, equally strong on either side, has been burned away in the furnace of common experience.

Carl Tester with Toledo Agency

Carl Tester has joined the copy and art department of The Campbell Advertising Service, Toledo, Ohio.

Two Slogans for Food Products Registered

THE HOUSE OF HUBBELL, INC.
(LEVELAND)

Editor of PRINTERS' INK:

For listing with your classification of advertising slogans we would like to enter "It Stands Alone" for a mayonnaise dressing, and "The Spread of the Nation" for a sandwich spread.

Both of these have been used for some time by our client, the Widlar Company, of this city, and come under the classification of food products. If there is any similar classification in the food products line that might be confused, we would appreciate hearing from you.

THE HOUSE OF HUBBELL, INC.
C. L. BURNS,
Service Director.

Portland School to Conduct Two Advertising Courses

A two-year certificate course in advertising will be conducted by the Oregon Institute of Technology, Y. M. C. A. school of Portland, Oreg. This will include courses in salesmanship, market analysis, economics, economic geography, business English and correspondence. Another course of a year's duration will include mechanics of advertising. Joseph A. Davidson, manager of the merchandising department of the Portland *Oregonian*, is advertising instructor.

Cigar Lighter Account for New Haven Agency

The Hance-Parker Manufacturing Company, Meriden, Conn., electric cigar lighters, has placed its advertising account with the Stedford Pitt Company, New Haven, Conn., advertising agency. Trade papers are being used.

Montreal Fruit Merchant Planning Campaign

Newspapers in Canada and New York City will be used in a campaign now being planned by the John Caldwell Company, Ltd., Montreal, fruit merchant. This campaign will be directed by The Duncan S. Blaikie Advertising Agency, of Montreal.

C. T. Stoll with Lenz & Jannsen Company

Charles T. Stoll, formerly of Stoll & Thayer, New York advertising artists, has joined the staff of the Lenz & Jannsen Company, photographic illustrators, of that city.

Joins Detroit Printer

F. Lee Johnson, former representative of the Alexander Hamilton Institute in Detroit, has joined the sales staff of the Liberty Printing Company, of that city.

This country is full of people who are not influenced by advertising—except in the purchase of almost everything they buy.

McJunkin Advertising Company

Dominant Idea Advertising

Outdoor • Newspaper • Magazine

5 South Wabash Avenue, Chicago

Maxwell Droke

George W. Gray

Michael J. Phillips

BUSINESS

John Amid

Follow these writers

Frank Farrington

W. Hamilton Gordon

M. L. Hayward

Lucien Kellogg

William J. Maddox

Clayton B. Trost

Ralph Barstow

**Lowest Advertising Rates
in
Business Executive Field**

Warren D. Bruner

Norman Beasley

Fred B. Barton

BUSINESS

Writers in **BUSINESS**

J. R. Sprague

Charles E. Duffie

Johnson Heywood

Charles E. Duffie

Thomas V. Hendricks

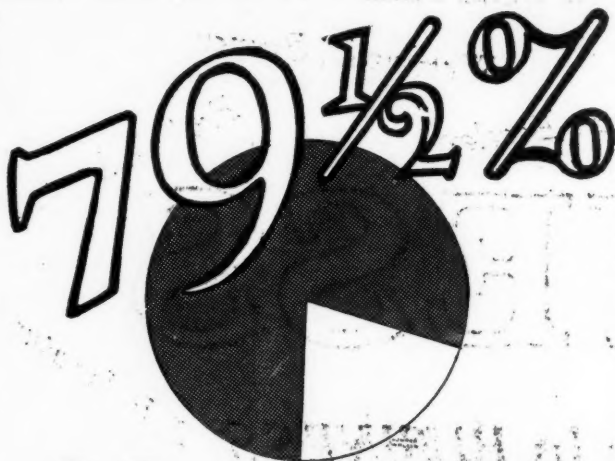
Edward H. Smith

James H. Collins

Franklin S. Clark

The **BURROUGHS
PUBLICATIONS**

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 New York City

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 Western Representative
 915 Hearst Bldg.
 Telephone Main 5000
 Chicago

How Simplification Benefits the Consumer

An Analysis of Thirty-one Reports Secured from Various Sources

*Washington Bureau
of PRINTERS' INK*

AS yet, the most important question regarding the simplification of manufactured lines has not been satisfactorily answered. Consumers are asking what they are getting out of the results of the movement. Their interest has been aroused by the publicity the subject has received, including the statement, recently given out by the Department of Commerce, that nine groups of manufacturers estimate that their savings, due to simplification and the elimination of waste, are now more than \$293,000,000 a year. What part of this vast saving is shared by the public?

The success or failure of simplification will ultimately depend on the acceptance or rejection of its results by the public. If consumers generally receive no benefits, or if they are not cognizant of benefits received, it is logical to conclude that they will resist the elimination of varieties to an extent that will prevent the success of the movement.

Because of the importance of this phase of the subject, the Washington Bureau of PRINTERS' INK has conducted an investigation to determine what benefits, if any, have already accrued to the public from simplification. The principal question had to do with reductions in prices as a primary result. Those queried were also asked about added conveniences in purchasing or other benefits. By means of interviews and letters, thirty-one reports have been secured from trade associations of manufacturers, distributors and retailers, from Government specialists, and from individual manufacturers.

The results show that while actual benefits in price reductions to the public are evident only in comparatively few lines, there are many facts to indicate that worth-

while reductions on many lines are assured for the future. The majority of those who reported explained that simplification in their industries is too new a proposition, or that apparent savings in manufacture are not established with sufficient accuracy, or that the savings from reduced stocks and more frequent turnover are not sufficiently realized by distributors and retailers to warrant any appreciable reduction in prices to the consumer. Others pointed out indirect savings that may be considered as equivalent to reductions in price. Several emphasized the necessity of educational campaigns on the part of advertisers before the public benefits can be fully realized.

One of the successful efforts at simplification and standardization is that made by the shotgun shell industry. At a preliminary conference of manufacturers on June 19, last year, it was decided that out of a total of 4,067 loads on the market it would be advisable to retain 1,747 loads on a standard list. It is understood that the number has since been further reduced.

OTHER BENEFITS BESIDE PRICE

At the present time no price benefits to the public can be traced to this simplification. However, J. L. Donnelly, secretary of the Western Cartridge Company, has pointed out that the public is now receiving other benefits that result in savings. His letter explains that the ballistic qualities of the loads was the deciding factor in the selection of the loads to be retained, and continues:

"Formerly, there were a great many so-called freak or unbalanced loads available. A great many consumers were not sufficiently familiar with the ballistic properties of the various loads to distinguish properly between a balanced and an unbalanced specification, and, as a result, they quite often chose loads which were not suitable for

the purposes intended. An appreciable unnecessary investment in unsatisfactory loads may have been entailed on their part before they ascertained the particular load combination which was adapted to their usage."

Thus, simplification is resulting in a benefit that now makes unnecessary a lot of costly experimentation on the part of the gunning public. Or, as Mr. Donnelly has expressed it: "Prior to the adoption of the simplified load schedule, it was our observation that several different load combinations were quite often purchased by a consumer for use in certain types of shooting, or for shooting certain types of game, for which a substantially smaller number of load combinations could have been used with satisfactory results."

In several lines so many other factors have influenced retail prices that it is difficult, if not impossible, to estimate accurately the part simplification has played. This is the case in the wire fence industry. It is explained by W. G. Hume, sales manager of the Keystone Steel and Wire Company, who also states in his letter that standardization and simplification have lowered the manufacturer's cost and increased his turnover, and that the benefit in price has been passed along to the jobber and dealer. Then, after mentioning the assurance of better quality and value, he adds:

"The price of fence today is considerably lower than it was two years ago and, although there were other factors which contributed to lower prices, I believe that standardization of styles has had considerable bearing on the matter."

Even a more significant statement is that secured from C. M. Best, secretary of The National Fence Manufacturers' Institute, who writes on the subject of wire fencing: "Through simplification, the strands of wire have been standardized so that when a simplification tag appears on a roll of fence the purchaser knows it is full gauge, galvanized according to standard, and has been tested before shipment has been made. The farmer today is receiving more for

his money than he ever did before in the way of fence. So great have been the benefits of the simplification of fence that the manufacturer, so far, has been able to absorb the increased cost of material and labor, without an increase in the selling price of fence."

Another bit of evidence comes through the courtesy of Edwin W. Ely, acting chief of the division of simplified practice of the Department of Commerce. This evidence is in the form of a letter from O. W. Irwin, manager of reinforcing steel sales for the Truscon Steel Company. Mr. Irwin reported to Secretary Hoover some of the results obtained through simplification. After detailing the marked reductions of stocks, his letter states:

"Naturally, this reduction in money tied up in idle stock makes it possible for the reinforcing bar dealers to handle their business on a closer margin. The ultimate consumer is therefore the real party benefited by the simplification which has been put in force."

HARDWARE BUYERS WILL BENEFIT

Many lines in the hardware field have been simplified, and Sargent & Company report that they have not only eliminated unnecessary sizes and varieties, but have adopted the decimal system in packing and pricing. After presenting an outline of their successful effort, their letter states:

"We believe it is obvious to all that the concentration on a smaller line will enable the manufacturer to produce in much larger quantities, with a consequent reduction in the cost, through the elimination of slow stock and the expense of carrying a wider variety of goods. It also makes possible a more frequent turnover of stock, with a resultant smaller overhead. It is our experience, with a competitive line like ours that this benefit is generally passed along to the consumer."

The simplification of builders' hardware is also affecting the manufacturing processes of many other lines. H. Grover Garlock, general manager of The Hollow Metal Door and Trim Manufacturers



What Price Attention !

THE fundamental ingredient of the advertiser's recipe for sales is ATTENTION! Thousands of dollars are spent each day to draw buying attention to everything from hair pins to motor cars.

With BALTO Porcelain Enamel Signs you can gain unfailing attention. Their vivid coloring, their brilliant, glass-like surfaces catch and hold attention as no other medium will; and over the years they cost less than ordinary signs.

They wear ! Porcelain fused into heavy sheet steel at white heat is permanent, selling your goods day after day without fear of the elements. Few advertising programs can be complete without BALTO signs. Our New York or Baltimore Office will give you complete details if you write today.

THE BALTIMORE ENAMEL AND NOVELTY COMPANY *Permanent Advertising Signs*

MT. WINANS
BALTIMORE, MD.

NEW YORK
200 FIFTH AVENUE



Permanence
for
ECONOMY

Association, has furnished a typical instance. He writes:

"The standardization of builders' hardware up to the present time has been a step productive of results in its effect upon our industry, as hollow metal doors must be mortised for butts during the first operations of manufacture, and through the standardization of butts it has become possible to prepare the mortise without obtaining a templet of the particular butt to be used. This hardware standardization is still in a progressive stage, and the ultimate result will materially decrease the cost of our product to the consumer. In addition, our product being a custom-made one, the time of delivery will be materially shortened and the product made more readily available."

In the bed spring industry, simplification, through the standardization of sizes of wood and metal beds, now enables the furniture retailer to carry but one size of spring (in as many styles as he deems necessary) which is interchangeable in practically all wood and metal beds. This is explained by George G. Powers, chairman of the standardization committee of the Metal Bed and Spring Bed Institute, whose letter continues:

"Bed springs are highly competitive. The wholesale prices closely follow the cost of manufacture. The economies effected in manufacture through simplification have been immediately reflected in costs and in selling prices. I have no doubt that price reductions to the user or consumer have been made all along the line, owing to the standardization and simplification work that has been done in the industry."

From an authoritative source the information comes that a number of large retailers have reduced their prices from 5 to 15 per cent on those lines of chinaware which have been simplified, and that this reduction is entirely due to simplification. A statement from C. E. Jackson, president of the Warwick China Company, is more conservative. He explains that his company always has featured specials, but,

in commenting on the application of simplification to the industry in general, he adds:

"Others, however, have readily adopted it and have made a preferential price on the items that constitute what today is called the preferential list. The saving to the consumer, if he will make his china requirements conform to the preferential list, will run anywhere from 5 to 10 per cent."

Thus the evidence clearly indicates that the consumer is already receiving worth-while benefits from simplification, both in better prices on several important lines and in better service on a number of others. But, strangely, the story of simplification as a reason for lower prices and better service has not been told to the public. In commenting on this fact, an economist in the Government service who has studied simplification from the inception of the movement, had this to say:

"In most of the important lines, the success of simplification will not only depend very largely on the approval, but also on the co-operation of the public. Numerous letters from individuals to Government organizations and trade associations, inquiring as to various phases of the movement, indicate a widespread interest in simplification. But as yet I have not been able to find a single advertisement, addressed to the general public, which takes advantage of the public's demand for information. I am convinced that those manufacturers who have simplified their lines are overlooking an exceptional opportunity. There can be no doubt that advertising the benefits of simplification, as it applies to any specific line, will not only increase the prestige of the advertiser, but also increase the selling appeal of his copy."

Amsco Radio Account to L. S. Goldsmith Agency

Amsco Products, Inc., New York, manufacturer of radio equipment, has appointed L. S. Goldsmith, New York advertising agency, to direct its advertising. An extended campaign is planned in which newspapers, magazines and trade papers will be used.



Amersealed

The Contents Must Be Protected

Medicines, above everything else, must be protected from outside air. If this is not done, they are almost certain to deteriorate or lose strength to a point where they are practically valueless. The Ulrici Medicine Co., Inc., of New York, manufacturer of Dr. Ulrici's Compound Cordial Cerebrine, is fully alive to this fact. They know that the strength of their product must be preserved to the very last teaspoonful, no matter how many times the bottle is opened and closed. That is why they use the Amerseal, the perfect "seal-and-reseal" that comes off or goes on with a gentle turn of the fingers.

The scientific mechanical construction of the Amerseal enables the container to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding and slightly inclined threads on the container, making a positively secure and air-tight closure, yet easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

Amerseal YOUR Product

A Better "Seal-and-Re Seal" Is Not Possible

AMERICAN METAL CAP COMPANY

Brooklyn New York

Branches in the following cities:
Chicago St. Louis Louisville
Cleveland Los Angeles Seattle
Detroit San Francisco Portland

As no single edition could even begin to do

ALL those editorial, general and popular features which interest all farm-homes alike . . . these appear, of course, in every copy of the Progressive Farmer's 460,000.

But when it comes to the particular day-by-day interests of the farmer in Biloxi, or Amarillo, or High Point or Tallahassee or Gadsden or Dalton or wherever

He finds his own problems, peculiar to his own region, dealt with by men who especially know his territory and his needs, and able to discuss them helpfully with him.

Four editions of the Progressive Farmer, because only four can be thus specific. Weekly contact with the progressive farmer, because he wants just such timely contact.

TEXAS
EDITION
115,620

VIRGINIA
CAROLINA
117,670

This section-by-section circulation has its great value for certain advertising strategies. You can buy space in any one, or two, or three, or all, on a sound milline and segregated coverage basis. If your appeal is sound, the results will be gratifying.

GEORGIA
ALABAMA
103,434

MISSISSIPPI
VALLEY
111,594

The Farm Weekly of Largest

*No wonder it goes in-
to 460,000 farm-
homes a week and is
read by two millions!*

EASTERN REPRESENTATIVE
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

WESTERN REPRESENTATIVE
Standard Farm Papers, Inc.
307 N. Michigan Ave.
Chicago, Ill.

TWO important agencies*
needed to know what is
what in the farm paper
status of the South. Their
research, set forth in Dixie
Data Book along with other
essential facts for the space-
buyer, classes this farm-
weekly far beyond every
other farm-paper in influ-
ence and value.

How shall we address
your copy of the Dixie Data
Book?

*Named in Dixie Data Book.

**PROGRESSIVE FARMER
and FARM WOMAN**

Birmingham, Ala. Memphis, Tenn.
Raleigh, N. C. Dallas, Tex.



**THE PROGRESSIVE
FARMER**
AND FARM WOMAN
FOUNDED 1886
The World's Most Largely Circulated Independent Farm Weekly



Circulation and Most Influence

Heart-Strings and Purse-Strings

When the evening meal is over, comes that mellowed, golden hour when the children crowd around, and Mother reads "Child Life" to her eager little audience. Accompanied by a constant chorus: "What's tha-at?" "Mother *buy* me that!" "Look Mother!"

In the best homes throughout the land, "Child Life" is counted an intimate companion—read and re-read. Mothers rely upon it to help them bring their children through the formative periods. Nor is their confidence limited to its editorial contents. Advertising in "Child Life" is outstandingly productive of results. That is why 174 national advertisers are repeatedly using it.

"Child Life" is the biggest children's magazine in the country. It touches every phase of the American family. Whatever you have to sell—be it toys or topcoats—"Child Life" will carry your message sincerely and surely into the most profitable market to be found: Growing homes with constantly growing needs.

Write today for information and rates and a sample copy of "Child Life."



CHILD LIFE

MAGAZINE

Reaches the Mother through her Child

536 S. Clark Street

Chicago

RAND McNALLY & COMPANY
Publishers

The Correspondence Supervisor's Place in the Sun

His Present Status Is Not So Important As It Will Be in the Future

By T. H. Bailey Whipple

Literary Critic, Westinghouse Electric and Manufacturing Company

AS an experienced ex-salesman, who enjoyed very high success during thirty-one years of road experience, I learned to be somewhat unoptimistic when a customer too readily granted all my claims—a concession is all right, if it means favorable action, but usually it means only a polite turn-down.

Almost everyone today concedes the importance of correspondence supervision; this is why I fear that such concession means but little more than an easy escape from an action-producing conviction. I want to quote from a letter written to a nationally known correspondence supervisor, who put this question to me—"Are business letters making good?"

"Offhand, I can answer your question," I said, "with an emphatic Yes. Of course, there is a very dark side to this question—that of the indifference of officials and employees, and the contrast between what is being done and what *should be* done is appalling to anyone save a pronounced optimist. However, when I consider how little the home, the graded schools, the high schools, and even the colleges and universities have done for our boys and girls in the past, in the matter of good expression, and the newness of the work, lack of organization, and the extreme busy-ness of present-day business men, under grueling pressure, I have determined to forget that the unabridged dictionary contains the words 'failure' and 'discouragement.' As little as we are doing, that little counts for much.

"This correspondence supervision work seems to require a more or less definite period for fruition and, although not so fixed as that of physiological infection and incubation, it cannot be too

strongly crowded; hence, patience, persuasion and hope must be our slogan.

"In the department of publicity of our company, in which my activities are much the greatest, I now find occasion to make only about one-tenth the corrections that were necessary at the beginning of my work in this department eight years ago. As I obtain increasing support from our officials, embracing fewer other duties and better facilities for work, I believe that this publicity department, in its writings, will become so correct that errors will indeed be rare, and that my work will be confined largely to the function of polishing the composition of our writers.

PLENTY OF COURSES

"Many colleges and universities, realizing the demands of business, are now organizing for, and emphasizing the teaching of Business English. This is particularly true respecting technical and scientific schools.

"High schools are also giving this matter more than the usual consideration, but not with the same earnestness that characterizes this work with colleges and universities.

"Night schools and correspondence schools are treating this subject with an earnestness and comprehensiveness never before done. The leading magazines of the country and many of the leading newspapers are sporadically or systematically devoting much space to this question of composition, especially as it applies to business and secretarial work.

"Through the universities and other instrumentalities, radio stations are beginning to make Business English a leading feature. This work will, no doubt, grow

with increasing realization of its great importance.

"Anything that is needful and useful can be taught to the *normal* person who is interested. Teaching is simply the attempt to impart organized knowledge or information, along with the higher element of inducing the learner to think. After the gaining of a primary, academical schooling, the best way to learn is by the association of study with one's daily business experience. Such teaching comes directly home to the student because he not only can comprehend its application, but must, himself, make the application.

"It is unfair to compare critically the work of the correspondence supervisor with that of the school teacher. When one is at school, study is his chief business. The schools are organized for the work of teaching, and there is nothing to interfere with it. They have been established for centuries, and have the authority to back up their work. The correspondence supervisor has to contend with the indifference or lukewarmness of his officials, and the laziness and often the defiance of those whom he is expected to teach. However, the business man is the proper one to do this work, and eventually, when he is aroused to its money-making importance, he will do it well, because he will then realize that to a large extent his profits depend upon such work, well done.

"There are but two classes of people to whom the teaching of Business English cannot be successfully applied. One is the ordinary idiot; the other is the abnormal idiot. The former has neither objective nor subjective capacity. The latter is not wholly bereft of the objective mind, but in a particular phase of the subjective mind, he is a genius. Note the example of Blind Tom. This case is not so notable because he had no objective mind at all to be trained. But take the case of some of the world's mathematicians who were blessed with abnormal subjective powers, still

having a fair capacity for objective thinking. When such were trained in the science of mathematics, they invariably lost much of their original power.

"Large business institutions which train large numbers of college graduates and others annually are spending millions of dollars in supplementing the training of schools, colleges, and universities. One that I have in mind, had one year in which this cost exceeded \$250,000. This institution, for years, failed to introduce into its curriculum the study of English. Even now, it is not being amply treated, *but it will be*, and within less than a decade the results will be not only outstanding, but astonishing.

"The most valuable part of the work of a correspondence supervisor is not that he is a mere 'information-giver' in that he teaches grammatical construction, but that he induces the habit of directive thinking and analysis, and stimulates pride of performance. The average person is so constituted—so thoughtless, so careless, so lacking in good taste, that he naturally performs better when he realizes that his work will undergo inspection.

THIS IS RETARDING PROGRESS

"One thing that is retarding progress is that officials, when approached upon the subject, regard the matter as purely cultural and outside of the limits of all money-saving and money-making processes. This is all wrong, because the economic side of the question is fully as important as the cultural side. Obviously, however, the two are linked together, but the linking is not visible to the superficial investigator.

"In a business institution doing a business of one hundred millions or more annually, \$75,000 a year would not be too much to expend in the matter of making correspondence of markedly high order."

How can we accelerate this movement, and make it more general? I think it must be done by putting in the wedge gently. Let the beginnings be simple, and

First First First First First First First First

1st

*By Every Possible
Logical Comparison
The Times-Union Leads*

in ~

ALBANY

If you judge newspaper supremacy by circulation, national advertising, local advertising, department store advertising or results—in Albany you will use The Times-Union

Representation

VERREE & CONKLIN

Incorporated

New York City

San Francisco

Kansas City

Chicago

Detroit

The Times-Union

Albany (Capital City of) New York

First First First First First First First First

comparatively easy. A professional supervisor need not be employed, especially in the smaller companies. Select a man who is interested, and who has some aptitude for good expression; a man who is generally liked, who is sympathetic, and not conceited or arbitrary. He need not be very original nor highly educated. He will find much matter already prepared for him, and the matter of adaptation to his house's particular or peculiar needs will not be difficult. If he is rusty on many points of correct grammatical construction, he will soon refresh his memory by reviewing some good text book, or by studying some good Handbook of Business English.

The resourceful man, if in doubt concerning the grammatical correctness of his expression, can always change his phraseology. This, in itself, is good exercise in the art of expression. It affords variety, one of the leading factors in speech. There is always a way through, around, under or over any difficulty, if we will but think. Many good treatises on business correspondence can be had. Many industrial institutions have manuals for dictators and stenographers, and other matter on business correspondence distributed gratis or at small cost. Many business houses also have a series of "Correspondence Bulletins" used for the instruction of their own employees, and for prestige advertising. It is easy to adapt any or all of this matter to the needs of any institution by a little common-sense modification.

Business expression should conform to present-day style or fashion. Many publications give a list of words and phrases often misused. These 500 or 600 words and phrases constitute 90 per cent of the usual errors. Many of these errors are the result of habit, carelessness, thoughtlessness—not ignorance. The best style of mechanical make-up can be acquired quickly by any stenographer. Punctuation is a more or less arbitrary matter. Common

sense, plus consistency, will solve the question.

Business is a common-sense, serious subject. Most letters are good enough when grammatically expressed with conciseness and clearness, and when containing the essentials desired in the message. Very important letters, requiring special treatment should be delegated to some expert writer within or without the organization.

The best method of practical teaching or supervision is to correct, without hypercriticism, the "mill run" of the correspondence of the average correspondent.

Here are some rules for self-supervision:

1. Dictate spontaneously. Our first thoughts are often the best. (With beginners, an outline of the desired contents is advisable.)
2. Review your work for sequence of ideas.
3. Review again for conciseness.
4. Review again for unmistakable clearness.
5. Review again for choice of words.

It usually takes but little time to do this. Often several steps can be taken together. The habit, so cultivated, soon becomes largely automatic in its action.

Methods are inconsequential, to a large degree. Interest, appreciation, pride of performance, will soon solve nearly all the difficulties we so dread in an undertaking of this kind.

Of course, it is the better way to organize for work. It is better to correct letters before they have been mailed. It is important to know accurately letter-writing costs; to compare the cost and quality of work in one department with that of others; to have a correspondence supervising committee, headed by a chairman; to introduce a course of study, etc., but what I specifically recommend in this message to my readers is to make a start. More comprehensive and thorough methods will be evolved, when interest has been aroused, and when the benefits are more fully and clearly seen.



PHYSICAL
CULTURE'S
ADVERTISERS

*One of
a Series*

A Good Foundation

A structurally perfect foundation is as necessary for your body as it is for a 20-story building.

The Churchill & Alden Company, shoe manufacturers of Brockton, Mass., have evolved a new plan by which it is possible to take a mould of your foot, permitting them to furnish you with shoes which fit perfectly.

A good foundation is equally necessary for a successful advertising campaign. And so the Churchill & Alden Company selected Physical Culture as the *first* national monthly magazine to carry the advertising of the new custom-fitted TRU-PE-DIC SHOES.


In a recent questionnaire we asked the readers of Physical Culture to check the kinds of advertising which most interested them.

In a list of seventy-two classes of advertised products, shoes ranked *sixth* in interest.

Other classes of advertising high on the list were food products, which led all the rest, books, home equipment, labor-saving devices, radios, sporting goods, automobiles, tooth brushes and tooth pastes, clothing, furniture, soaps and many others.

Physical Culture

W. C. W. DURAND, *Advertising Director*
1926 Broadway New York City



SUN-MAID RAISINS

are used by
**Quality
Bakers**

Sun-Maid R

Just a year ago we announced that

"the Sun-Maid Raisin cards will appear in the Street Car Coast every hour of every day throughout the year. This 'advertising follow-up' will increase the demand for the Sun-Maid package into more homes and put the Sun-Maid package out of more cupboards more often, thus increasing the sale of raisins and quickening their sale."

The Sun-Maid Raisin contract has been renewed and the Street Car Company is very much pleased with the way Street Car advertising

STREET RAILWAYS ADVE



SUN-MAID RAISINS

are used by *Quality Bakers*

in their
**HOLIDAY
CAKES**

Sept. 24, 1925

PRINTERS' INK

SUN-MAID RAISINS



SEEDLESS
SUN-MAID
RAISINS

A sign of
a Quality
store



PUFFED
SUN-MAID
SEEDLESS
MUSCAT RAISINS

aid Renews

in the Street Cars of every State from Coast to
ghout the year and this uninterrupted form of
he demand for raisin products at the bakers,
homes and, most important of all, bring the
re often, thus increasing the consumption of

wed and the executives of the Company say that they are
advertising functioned for them during the first year.

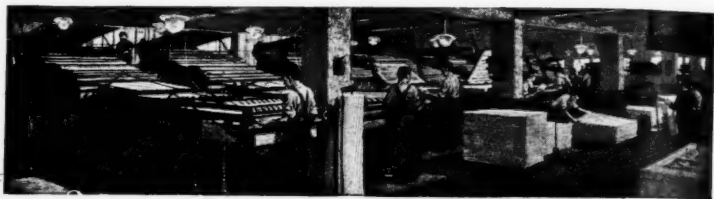
ADVERTISING COMPANY

PUFFED SUN-MAIDS

*A table raisin
without seeds*

cheaper than
Clusters





Craftsmen

IF you are seeking one of those old reliable printing houses to whom the typecase is an altar of happiness and the hum of a press is sweeter than song—

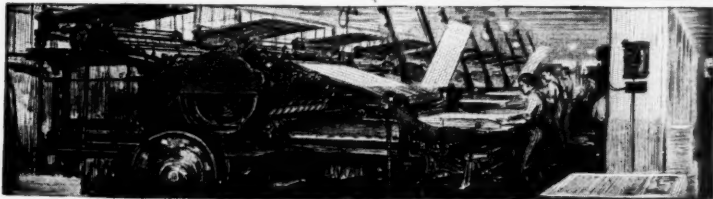
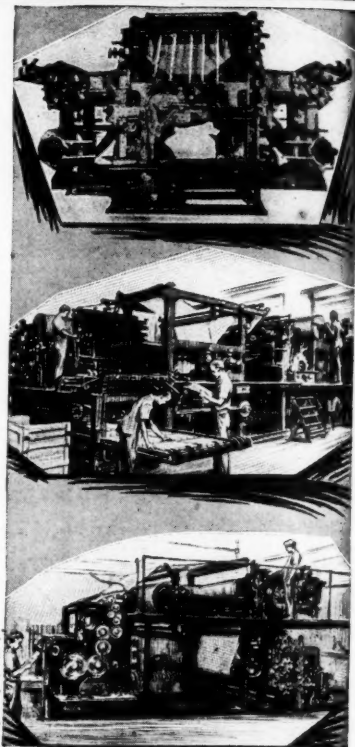
If you are seeking, besides, a larger printer to whom the word Service is a duty and a physical possibility—not merely a bromide—

Come then, inspect our enlarged plant, where rapid rotaries vie with little "ponies" to carve for Goldmann the reputation of versatility.

**Isaac Goldmann
Company**

80 Lafayette St., New York

Printers since 1876



Managing Ideas Win Dealer Co-operation

How One Manufacturer, by Disinterested Policy, Has Obtained Dealer Loyalty

By C. C. Casey

IF manufacturers could deal only with big retailers—stores large enough and with enough sales volume to enable them to maintain well rounded organizations—then the manufacturers' sales managers would have much less grief.

But when we go beyond the comparatively few big stores to the vast number of small stores, the sales manager's problems multiply and take his measure in a most heartless way.

The reason is that small stores are mostly one-man stores, and no one man ever has or will be a completely rounded organization by himself. Therefore the small store cannot ever respond to the sales manager's aspirations the way the sales manager desires that his dealers shall respond.

For example, one of our new dealers, a store just recently started in a Michigan town of 10,000 population, was until recently a store salesman for a big city stationer, earning about \$30 or \$40 a week. Some relative left him a little money and he went to this smaller city and opened a stationery and office supply store for himself.

It would be splendid to be able to say that this man is a perfect financial executive, general manager, buyer, sales manager, credit manager, advertising manager, window trimmer, accountant and everything else. But what's the use? It isn't possible for any one man to be an expert in all of these directions. This man, in plain English, is still just a salesman, in business for himself. If we co-operate with him, we've got to co-operate with him as what he is, and not as what we would like him to be.

When a man who has had no especial business training gets into business for himself, that does not

make him a business man. It gets for him, though, all of the problems of a business man, and he is up against the necessity of trying to solve these problems in the best way he can.

One of the biggest problems the average retailer has, is the problem of getting results from his salesmen—the problem of sales managing his own business, the very problem which the sales manager of the manufacturing business is supposed to know most about.

For example, in June I needed a straw hat, and went into a haberdasher's. The salesman courteously showed me several kinds of straw hats, told me the style being most worn, and helped me make a selection. He seemed to be a real salesman—until I said I would take a certain hat, and handed it to him to wrap up.

Then he ceased to be a salesman. As he took the hat, he told me the price and held out his hand. I needed summer underwear and possibly other things, but he had dismissed me. He was through with me. I paid him and took my new hat away.

SALESMEN'S STRIKES

Every day this is happening to hundreds of thousands of people, in thousands of stores. Talk about "buyer's strikes"! Thousands of store salesmen "strike" every day on customers before those customers are through buying. A very great proportion of customers need things other than that for which they go into a store.

We knew this condition existed in most stationery stores, and we knew that it was holding down our sales through those stores. We figured that if we could get to store salesmen, something of the principles of selling, we could in-

crease the sale of our goods by these salesmen.

Talking about our goods, didn't seem to "register." That seemed too prejudiced, too "us-ish." We experimented on many angles. Finally we hit on a sales bulletin idea that talked "salesmanship," or selling principles, and not our goods.

At first this looked pretty much like philanthropy — giving dealers just the kind of sales material they themselves would write for their sales people if they knew how and had the time to write it.

But we figured out that the same principles which applied to other kinds of merchandise would apply also to ours, and by putting the bulletin on a special heading which played up our trade-mark, we made the salesman think our goods while reading these principles of selling.

While we did not even mention our line in many of the bulletins, we believe the salesmen themselves read our line into them, and felt more friendly toward us because we had not mentioned our line, but had given them ideas which they could use on any line—ideas which made them better store salesmen.

To these bulletins—which are all single page, lettersize—we attach a sticker inviting dealers to pass them along to their sales people and to ask for as many extra copies as they need for that use.

The first bulletin outlined the difference between a real salesman, and a just-ordinary salesman, by telling how a real salesman followed the order through and sold the customer all the related articles he was likely to need. For example, selling a man a desk without a chair would be so ridiculous that even the "just-ordinary" salesman would follow through. But the buyer of a desk also would need at least one extra chair for callers; also an ink set, and a chair pad; and he might need a rug, filing cabinet, bookcase, telephone stand, or telephone bracket, and a dozen other things.

We had a great many comments from dealers on this first bulletin, even when they did not ask for extra copies. We also began re-

ceiving immediately new orders from dealers who had not ordered in a long time.

As new bulletins went out about every two weeks, we could feel the effect not only in orders, but in many other forms of co-operation. For example, in a single month, four dealers who had not really been pushing the line, asked for copy and cuts for catalogue and house-organ displays. Three of them asked for double-page displays. They were dealers who formerly had thought that quarter-pages were big enough for our line.

DEALERS LIKED BULLETINS

One dealer wrote that he didn't see how we could make these bulletins pay *us*, but he could see how they would pay *him*, and he declared that he felt himself getting more interested in our line—even though it was not mentioned in the bulletins.

Another dealer who had been dividing his attention between our line and an imitation of our line, told one of our salesmen that he guessed they would handle our line exclusively in the future for we "certainly knew how to follow them 'up with good sales bulletins."

Several dealers wrote that they found themselves looking forward to receiving these bulletins as we sent them out. One dealer said the only thing he could find wrong with them was that they did not come often enough.

Before long we could see that our dealers were reading all the bulletins we sent them—that is, a larger proportion of our dealers were reading everything we sent them. We could attach selling talks about our line, or print them on the back of the sales bulletin itself, with full assurance that they would get courteous attention and be passed along to the store's sales force.

We have been sincere in our desire actually to help our dealers train their sales people to increase the amount of the average order. The idea was brought out in the first bulletin that a \$5 sale might

Do You Manufacture A Building Material?

THE only logical means of directing and controlling both production and sales is through a marketing program...We, who are specialists, are prepared to develop a Marketing Program to fit YOUR peculiar requirements.

A

BISSELL & LAND, INC.

Advertising and Merchandising

337 SECOND AVENUE • PITTSBURGH, PA.

not pay the store as much net profit, as an extra item of \$1 after the customer was ready to go out, because nearly all of the store's margin on an extra item was net. That is, the extra item sale did not really add anything much to the cost of handling the transaction.

We figured that we could afford to put ourselves and our line in the background, and put the dealer's interests and the interest of his store salesmen, up front; first, because this put the dealer and his men under obligation to our line without our having to tell them so, and second, because every bit of new sales energy we were able to give any store was applied in some measure to the sale of our line.

We have not taken the position that retail business men and their salesmen did not know anything, or that we alone had any corner on any of the wisdom on the subject of retail selling. On the contrary, while we realized that he could not know *everything*, or have time to do everything, we do not claim any wisdom above his own, nor any ability above his own, but just that we were taking the time to help all dealers do things they seemed to want to do, but were too busy to do for themselves.

DANGERS OF TOO MANY ORDERS

One of the bulletins which made a big hit was one under the title, "When Will Too Many Orders Bust a Store?" In this, we explained that if a stationer were offered a million separate orders, each for one single lead pencil and nothing else, and he accepted these orders and filled them, it probably would cost him close to half a million dollars to fill the orders, and he would stand to lose from \$200,000 to \$400,000 on the business.

The reason will be obvious to any business man, and of course, it was obvious to our dealers as soon as we mentioned it; yet few of them had thought of it, and a great many found they were handling far too many orders of this

size for their own good. In the stationery business the cost of handling an average order—an average sales transaction—ranges from thirty-five cents or forty cents to perhaps \$1.50, depending on the store. Even over-the-counter sales for cash, may easily average thirty-five cents in expense, which is often considerably more than the gross margin, or even the retail price, of the sale.

So if a dealer were going to handle a million five-cent orders, with a prospective gross business of some \$50,000, but involving a million separate sales transactions, he might very well expect to pay out many times his entire gross margin in the cost of handling the orders.

We used this thought to lead up to the big point that it is up to the store salesmen to sell to each customer not just what he came in for, but all that he really *needs*.

Nearly any item that a customer may come in for, leads naturally up to other lines—as I outlined in connection with my purchase of a straw hat, when I needed summer underwear and several other things.

If a man comes into a stationery store and buys a pencil, he may also need a memorandum pad, or a fountain pen, and then each new purchase enables the salesman, if he is wide awake, to suggest other possible needs and to immediately supply them.

One of the strongest bulletins sent out carried the title, "How to Hold a Customer Till You Show Him Other Lines."

"The store salesman," it read, "is apt to get so used to the store that it is just an 'ordinary place' to him, but the average stationery store is no 'ordinary place.' It is a veritable 'wonderland'—to business people.

"When a business man or woman comes in, make it a point to encourage him to see the whole store. The ten-cent store is the world's greatest example of merchandising. They are called 'ten-cent stores' because they sell nothing over ten cents, but, if you counted the people who go into

AGAIN THE NORTHWEST IS THE COUNTRY'S BRIGHTEST RADIO SPOT

On August Nation's Business Map St. Paul's Trade
Territory Stands Out as the **ONE LARGE**
BRIGHT BUSINESS AREA OF THE COUNTRY

ANOTHER GREAT RADIO EXPOSITION IS TO BE HELD IN THE NORTHWEST

Second Annual Northwest Radio Exposi-
tion at the ST. PAUL AUDITORIUM,
WEEK OF OCTOBER 5th to 10th, 1925

Auspices of the
NORTHWEST RADIO TRADE ASSOCIATION

St. Paul Dispatch

St. Paul Pioneer Press

RADIO SHOW NUMBER

will be published

SUNDAY, OCTOBER 4TH

In the 25 largest cities and towns of
Minnesota outside of the Twin
Cities, these papers have a daily cir-
culation that is greater than that
of all other Twin City newspapers
combined. In the Minnesota
towns within a 100-mile radius of

St. Paul these papers have a
Sunday circulation of one paper to
every 2.6 families. In St. Paul, these
papers go into 86% of the 54,000
English-reading homes of St. Paul
regularly by carrier . . . morning
evening and Sunday.

Copy for this number should reach our office not later than October 3rd. Communicate
direct or with nearest office of our national advertising representatives, O'MARA and
ORMSBEE, Inc., New York, Chicago, Detroit, San Francisco. Brochure giving complete
information sent on request.



A Group of Textile Men

Who are the Best Judges of an Industrial Paper?

What publication is the best advertising medium in any particular industrial field? Who are the best judges? Are the—

Executives in the Industry?

Some claim they are. These men know the industry and its needs. They also know what periodical is best meeting these needs.

Or should the credit be given to the—

Advertisers to the Industry?

Certainly it must be admitted that the men who advertise to the executives of an industry are in a strategic position to pass judgment on the relative worth of the periodicals serving that industry. They have had an opportunity to test RESULTS.

Regardless of which group has the stronger claim, it can not be denied that the very best judges are those who are

in both groups—those who are both executives *in* the industry and advertisers *to* the industry.

This rare combination exists in the textile industry. Spinners of cotton yarn own and control huge mills. They sell their product to Weavers and Knitters who own and control other huge mills. The spinners use advertising. Where do they place it?

Cotton yarn mills operating 6,201,674 spindles, or 62% of the total number of all sale cotton yarn spindles in the country advertise in *Textile World* either directly or through their sales agents. Woolen, worsted and silk yarn mills also use its advertising pages in about the same proportion. The majority of those not advertising have their entire product regularly contracted for by a few large customers.

The overwhelming choice of the yarn manufacturers in the selection of *Textile World* (in which they use more than twice the number of pages that they use in the next four papers combined) is expert testimony from the most competent judges.

TEXTILE WORLD

NEXT
FOUR PAPERS
COMBINED

Additional facts about the textile industry and *Textile World* are given in "How to Sell to Textile Mills." If you haven't already received a copy you are welcome to one.

Textile World

Largest net paid circulation in the textile field

Audit Bureau of
Circulations



Associated Business
Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE NEW YORK CITY

such a store and then looked at the cash register totals, you would see that they are not ten-cent stores in any sense other than prices.

"It is the 'wonderland' angle of the ten-cent store that draws crowds. It is a merchandising education just to walk through one. You see thousands of useful articles. If you are just an ordinary human being, you'll soon be buying, and it is awfully easy to spend dollars in a ten-cent store.

"The same principle that sells goods in a ten-cent store will sell them in a stationery store—the principle of getting people to *see* what you *have*—the principle of making people feel welcome to just *look at everything*. Business people are just as curious as any other people. They are tremendously interested in everything pertaining to business equipment and supplies."

Then we gave a specific suggestion on how to get the customer to look around the store and see all the interesting things that are on sale:

"While you are in the store, Mr. Brown, we'd like you to look around just to see what we have for business people. A store like this is a wonderland of new things. It is like looking through a picture book. It is a regular 'business exhibit.' We are anxious to have every business man see our whole store. Then when a problem comes up, or you need new equipment, you will know just the equipment that is available to solve the problem, and you'll know we have it here for you.

"When a man is struggling with a business problem, just walking through a store like this and studying the equipment that has been invented for solving business problems, usually will give him an idea.

"Take him slowly down each aisle, if possible. Point out each class of merchandise. Treat him like a visitor. If he shows interest in any item, explain its uses to him. Don't push him to buy, but make him feel welcome to inspect the whole store, and make it easy for him to buy."

One of our dealers, a wide-awake chap in Topeka, and head of the National Association of Stationers, hit on the idea of using these bulletins to increase business for himself.

"These principles you explain in these bulletins," he wrote, "apply as well to selling groceries, or dry goods, or hardware, or men's furnishings, or any other retail line, as to stationery and office equipment. Send me 100 copies so I can mail them to the members of the Merchants Association of which I am also the president.

"If by the use of these bulletins, I can interest all the retailers here, in better business methods, that will increase their sales and make them more prosperous. If I can do anything to make all the retail stores in this territory more prosperous, that will increase the need for the kind of goods I sell, besides putting these business men under obligation to me for having given them the ideas, and will thereby, enable *me* to get at least my share of this new business."

This man, on our invitation, sent a copy of his letter with each of the bulletins.

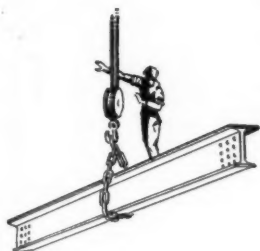
UNUSUAL DATA FOR SALESMEN

In the bulletins, we have tried to give the store salesmen something of the principles of merchandising also. For example, in one bulletin we tell them that selling expense really begins the minute the store buyer orders the goods, and goes on every day, every hour, every minute, until the sale is completed, until the customer is pleased and has paid his bill, and the whole transaction recorded.

"Selling expense," we explained, "surprising as it may seem, really has little to do with the sale, for selling expense goes on whether the goods are sold or not. Even the salesman's salary, and the five times bigger cost of keeping him ready to sell, goes marching on, all the time the goods are on the shelves."

Then we explained that the "Market" is "Customers," and that

Confidence!



**Circulation
Net Paid
Sworn
January
1925
315,000**

FRATERNALISTS do not contest statements they read in their fraternal paper on matters relating to their affiliations.

They place implicit confidence, too, in *all* of its contents, because there is a bond of mutual trust between publisher and reader, founded on a common faith and interest.

When an Advertiser approaches prospective customers through The FELLOWSHIP FORUM he has been well introduced.

The Advertiser can capitalize on this CONFIDENCE if his product is such that it can be conscientiously approved by the Publisher.

The Fellowship Forum

A National Weekly Newspaper Devoted to the Fraternal Interpretation of the World's Current Events

JAMES S. VANCE, General Manager

219 G Street, N. W.

Washington, D. C.

National Advertising Representatives

Western Manager

HARRY R. FISHER CO.
1618 Mallers Building
Chicago, Ill.

Southern Manager

GEO. M. KOHN
704 Walton Bldg.
Atlanta, Ga.

Eastern Manager

SAM. J. PERRY
1480 Broadway
New York, N. Y.



... the *nine* key markets of *Texas*

EACH market steadily prosperous. Each market a jobbing center. Each the vent through which to tap the wealth of its own trade territory.

In these nine progressive, flourishing Texas Cities nearly a million consumers live. Combined these cities represent a metropolitan market exceeded in size by only New York, Chicago, Philadelphia and Detroit.

Around them lies the greater market of Texas—compact and convenient. In this area (comprising less than half the square miles area of the state) ninety per cent of all Texas lives, prospers and buys.

A million autos and where to find them in Texas

OF the million cars in Texas practically thirty per cent—300,000 cars—are in the nine key cities of Texas and in the immediate counties in which these cities are located.

.

Of the balance, fully 85% are in the immediate trade territories of these nine points.

.

Here is concentration for merchandisers—superlative concentration!

.

Each of these key markets is the hub around which your advertising effort and your sales work should revolve. Your jobbers are at your elbow. Your market lies in the group of compact units that surround each city.

.

Less than half the square miles area of the state need be traveled to work the prosperous territory—ninety per cent of the state's population will be covered.

.

Automotive merchandising in Texas is not an involved problem. Simple, straightforward, aggressive efforts are productive.

.

Write to any of the newspapers in any key city for detailed information. It is offered gladly and without obligation on your part.

Any newspaper in any key city will be glad to give you complete data on its territory. Write today.

when the customer is in the store, the market is in the store. When the customer goes out, the market is gone. Every customer is a complete market in himself. The salesman who sells customers (who sells his market) only what the individual customers have thought of unaided, really is selling but a small part of his market.

Many sales managers are going to say that this series of bulletins has been entirely too broad in nature to pay its own way for them. It is one of the tendencies of sales executives to put all of the pressure on effort that looks like sales effort. If it doesn't talk about goods all the time it's all wrong.

Yet we know that when we were sending out sales letters, telling our dealers and the salesmen how to sell our goods, we got scant response, because those letters were merely part of the great mass of stuff coming to the store every day. No dealer, and no dealer's salesmen can possibly get time to study all of the lines they handle, or to learn how to sell all of these lines, as manufacturers want them to be learned.

So when we were talking our goods, only a comparatively few dealers and fewer dealer salesmen studied our material, and it was largely wasted. It was direct stuff, though. It looked like straight business. It wasn't hard to get it O.K.'d. It wasn't hard to get it sent out. But the response was rather disappointing.

These bulletins, though, are getting read. They are indirect it is true, and many of them do not even mention our line—other than being on our sales bulletin heading—yet in getting read they are accomplishing more for us than anything else we have ever done to help dealers.

I would rather have a thousand dealers read and pass along to their salesmen a sales bulletin giving selling principles which could be used in selling any line, including ours, than to have 100 of them possibly read sales talks on our line.

After all, the thing the dealer is most interested in, is his own

success. Anything we can do, that will help him to see more success ahead for himself, gets pretty close to his heart. When we get close to his heart, and win his genuine gratitude, or respect, we not only make him want to sell our line out of his greater respect for it and for us, but we also make him forget that there are any other brands than ours in that line.

The sales manager who has a large competitive problem can go a long way toward solving it, by doing something that will make all of the dealers in his field grateful to him. It often doesn't make any difference to a dealer which brand he handles and when you make him grateful to you, you have just about convinced him that your brand is the best in the field.

Tag System Informs Public of Materials Used in Furniture

Two furniture manufacturers have adopted a merchandising idea which represents a marked step forward in the movement under way in the furniture industry so to describe its merchandise that the public will be fully cognizant of the materials which it is purchasing. These manufacturers are the Karges Furniture Company and the Wemys Furniture Company, both of Evansville, Ind. Every piece of furniture shipped from the factories of these concerns carries a tag specifying the wood content, as well as the materials entering into its construction. In addition, these products are being marketed under the slogan "Truth in Manufacture, Truth in Advertising, Integrity in the Dealer."

Water Heater Account for F. J. Low Company

The Patterson-Kelley Company, New York, manufacturer of hot water and feed water heaters, has placed its advertising account with the F. J. Low Company, Inc., advertising agency, of that city. Business papers will be used.

Rochester "Abendpost" Appoints Louis Klebahn

The Rochester, N. Y., *Daily Abendpost* has appointed Louis Klebahn, publishers' representative, New York, as its national advertising representative.

Joins Loane-Brown Art Service

Conrad J. Linke has joined the Loane-Brown Art Service, Philadelphia. He formerly was engaged in free lance work.



ELIZABETH HALLAM BOHN

Teaching the Young Idea How to Cook

THE New York Telegram has been especially fortunate in securing the services of Miss Elizabeth Hallam Bohn as Director of The Telegram's Food Bureau.

The Telegram realizes that nothing is so vital to the ten millions of people in and about New York as pure, wholesome, appetizing food.

Miss Bohn's training and experience adapt her most admirably to the task of directing this work.

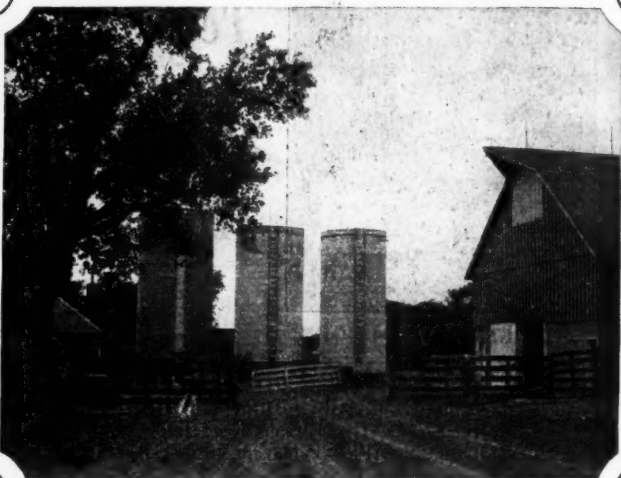
The Telegram gives to its 200,000 purchasers five days each week nearly a page devoted to this highly necessary food gospel. Elizabeth Hallam Bohn directs authoritatively in person each and every line that goes into these pages.

The New York Telegram

Publication Office, Telegram Square
New York City

Eastern Representative
DAN A. CARROLL
110 E. 42nd Street
New York City

Western Representative
J. E. LUTZ
Tower Building
Chicago, Ill.



USINESS interests whose success depends in any measure on the farm market can plan a long-time program of cultivating trade without fear that it will be seriously interrupted. The outlook is not only as good as it was before the war; it is better.

¶ The inflation of after-war production has disappeared from agriculture. An approximate balance between supply of foods and demand for them has been reached. This is a condition that results in favorable prices for producers.

Corn Belt

THE · LIVE · STOCK · INDUSTRY

¶ There are three reasons why this condition may be expected to continue: First, our present low export movement is almost certain to improve during the next few years. Second, domestic consumption gains very perceptibly. The increase in population amounts to about a million and a half every year, equivalent to adding a state the size of Connecticut with all its industries. Thus the market for farm products expands steadily and substantially. Third, shortage in farm man and horse power will have the effect of preventing undue expansion of production for some years.

¶ Live stock farmers are in a particularly favorable position. Always the most prosperous men in agriculture, they have been cashing in heavily on cattle, hogs and sheep during 1925. What is more important, authorities agree that live stock farmers will continue to enjoy unusual prosperity for a period of years. Now, more than ever before, an agricultural campaign to be complete must provide for effective coverage of the live stock field. By no other means is such coverage possible except through the publications of the industry, THE CORN BELT FARM DAILIES.

Daily Drivers Journal, Chicago
 Daily Journal-Stockman, Omaha
 Daily Drivers Telegram, Kansas City
 Daily Live Stock Reporter, St. Louis

Combined Circulation—More than 100,000 Guaranteed
 Subscription Price—Each publication \$5.00 per year
 Combination Advertising Rate—35 cents per line flat
 Unit Service—One Order, One Plate, One Bill

General Advertising Office:

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago W. E. HUTCHINSON, Adv. Mgr.
 Eastern Office: Paul W. and Guy F. Minnick
 35 W. 42nd St., New York



Farm Dailies

REG. U.S. PAT. OFF.

Dressing Up a Novel for Sales Purposes

A New Type of Book Advertising

By C. P. Russell

NO advertising development of recent years has been more interesting than the discovery of the importance of the package—or, as we have come to call it, the container.

Knowledge of the success of the package has very likely been one of the reasons why publishers, in recent years, have been devoting increasing attention to such external matters as cover designs and book jackets. Well do they know that the average book buyer is seeking neither instruction nor uplift when he bears off a stack of novels, but pastime and diversion only.

Now comes a publisher, who seeing how things are going, is placing a new novel on the market accompanied by all the aids that modern advertising has discovered, plus several novelties.

Marketers of packaged articles might well learn a new wrinkle or two from the decking of this Brentano novel, which is called "The Red Cord," a story of Chinese life by Thomas Grant Springer, a writer versed in Oriental lore. Its dressing is believed to be something new in popular noveldom.

The thing which immediately enlists the attention is the book-mark, which instead of being the usual conventional ribbon or paper slip, is a red cord of Chinese silk, thereby repeating and emphasizing the book's title. Further preserving the Chinese atmosphere, this cord bears at its end a bangle in the shape of a centre-pierced Chinese coin.

The flap of the jacket explains that this coin is really a charm, being the token sacred to Kwan Yin, Goddess of Mercy, and that in China it may be exchanged for a red taper (the flame of luck), a measure of rice (the sign of plenty), a paper prayer (which wings its way to heaven in the

flames), or a cup of tea (the emblem of hospitality). It is further set forth that the cord which binds the charm to the book is the emblem of domestic felicity.

The novel's paper jacket shows pagodas and temples silhouetted in a soft-edged black against a yellow field, into which is hung three typical Chinese vertical banners bearing the title in Chinese script. This was the work of a Chinese artist, as was also the ochre cover design.

All this is intended, of course, to seduce the consumer, who, in most cases, being female, is fairly certain to be won by the dressing, whatever she may think of the contents.

However, a novel's fate may be determined largely by the attitude of the reviewers, so this hard-boiled set was not overlooked. With the review copies there was marked a special letter signed by the author and written on imported paper of Chinese red. It was mailed in a small, red-striped Chinese envelope, which is, itself, of a size and shape to attract attention.

A separate mailing was also made to a list of 2,000 fiction buyers and persons interested in China, the same imported stationery being used.

BOOK ADVERTISING IMPROVES

This is not the time or place to re-open the old controversy as to whether book publishers' advertising is good or bad, but according to Berkeley G. Tobey, advertising manager for Brentano's, it has been, in the past, mostly bad.

"But it is improving fast," he said. "If you will compare it with that of even a few years ago, you will recognize the change that has taken place. Larger, much larger, spaces are being used, especially in the daily newspapers, which

It's Read!

Send for a copy and see why.

370 Seventh Ave.
New York



Member
Audit Bureau
of Circulations

McCall's continues

THE gain in net paid circulation of McCall's Magazine, during the first six months of 1925 over the corresponding period of 1924, was 293,773, almost double the net increase of all other women's magazines combined. The onward sweep of McCall's has continued uninterruptedly for eight consecutive years. This constant gain is the most remarkable record ever made in the field of women's publications.

The Average Monthly Net Paid Circulation of McCall's Magazine from January through June, 1925, was

2,115,226

A MILLION women will buy the October issue of McCall's at the newsstands. This is the first time in publishing history that any women's magazine has sold a million copies over the counter. This nation-wide acceptance of McCall's comes directly from the public to the magazine. It is not created by forced-draft methods. It is the result of the definite impression which McCall's registers indelibly upon the minds of its readers—the appeal of well-balanced departments and of matchless fiction.

Public rating such as this is always right—whether it is applied to an automobile or to a magazine. It is the only real estimate of the actual editorial worth of the magazine and consequently, the only genuine measure of its value as an advertising medium. McCall's has the vigor of successful growth. It gives the advertiser at once the full significance of public acceptance, prestige visibility and dealer influence without which no advertising can produce a steady and consistent flow of actual results.

McCALL'S

its Onward Sweep

The growth of McCall's is brought out powerfully by the following figures showing the relations of the five largest women's magazines, on the basis of their total circulations in 1924 and in the first six months of 1925.

	1924	1925	
McCall's Magazine	1,821,453	2,115,226	293,773 Gain
Magazine No. 2	2,084,860	2,157,134	72,276 Gain
Magazine No. 3	1,596,619	1,616,250	19,631 Gain
Magazine No. 4	1,911,021	1,852,428	58,593 Loss
Magazine No. 5	2,412,027	2,322,422	89,605 Loss

The most remarkable record ever made
by any woman's magazine.

McCall's Newsstand Sales (Net Paid Figures)

1920	275,251
1921	291,740
1922	532,796
1923	731,884
1924	805,758
1925	Average first six months										900,987
1925	Estimated for October, over										1,000,000

The Onward Sweep of McCall's. Average Net Paid Circulation for past six years.

1920	1,341,911
1921	1,355,337
1922	1,596,830
1923	1,685,156
1924	1,818,703
1925	Average first six months										2,115,226

If the 2,115,226 families in which McCall's Magazine is read all lived on a single street — a home



every 25 feet — the houses would line both sides of a roadway from Boston to San Diego.

MAGAZINE

were once almost neglected by book publishers. The illustrations, copy, and typography represent painstaking care, in contrast to the old haphazard methods that used to prevail. It has all come about through the recognition by publishers that a book, regardless of its contents or importance, is a manufactured commodity like anything else that is bought and sold, and must be merchandised and marketed like any other piece of goods."

There is no doubt that book publishers' advertising has been improved through the injection of a new element—it has become interesting. Formerly, it was deemed good taste to "announce" a book as if it were a museum piece, but nowadays books are written about as if they were alive and important—and many of them are, at that. The Brentano campaign for this new novel is one of the signs of the new times.

New Accounts for O'Connell-Ingalls Agency

The Joseph Burnett Company, South Boston, Mass., extracts and spices, and Fearing, Whiton & Company, Boston, makers of Tiffin Cloth and "Tru-Tint" cretonnes, have appointed the O'Connell-Ingalls Advertising Agency, Boston, to direct their advertising accounts.

R. K. MacDougall with Johnson Motors

R. K. MacDougall, formerly assistant advertising manager of the Advance-Rumley Thresher Company, LaPorte, Ind., has been appointed advertising manager of the Johnson Motor Company, South Bend, Ind., maker of "Johnson" outboard motors.

L. S. Irwin with "The Mentor"

Louis S. Irwin has joined the staff of *The Mentor*, New York. He was formerly with the New York *Evening Post* and succeeds Samuel B. Lansing, resigned.

Grey Studios Incorporates

The Grey Studios, New York, advertising, has been incorporated and will be known as The Grey Advertising Service. Lawrence Valenstein, who has been conducting this business for the last eight years, is president and treasurer.

Imitates Radio Broadcasting Style in Copy

An entertainment program, as it would be broadcast from a radio transmitting station, is followed in form and style in a recent trade-paper advertisement of the Boston Woven Hose & Rubber Company. The program was complete from the introduction of the announcer to the request that those who have followed the program write in to the various speakers.

The first of the eight pages, which made up the advertisement, showed a picture of an aerial over a factory and the call letters of the station, B-W-H, followed by "broadcasting from Cambridge, Mass., our program of standardized fast-selling hardware specialties."

As the dealer turns the page to find out what it is all about, just as he would turn the dial on his radio set for a finer tuning, he sees a small picture of the announcer before the microphone. Instead of hearing what the announcer has to say, he reads the call letters again followed by the name of the advertiser. "We will begin our program with a bedtime story called 'The Two Bull Dogs,'" informs the announcer. Then follows the story of "John Doe of Subbubville's" experience with Bull Dog garden hose, which is manufactured by that company.

Later the reader is entertained with an address by the "Live Hardware Dealer" on "Fact and Superstition, or Why Good Luck is Lucky." Good Luck is another brand of garden hose. Then the reader hears about Milo hose and a talk on canning by Mrs. Canny Canner advertising Good Luck jar rubbers. "The child wonder of the hardware trade," the Good Luck hose washer, speaks and some garden flowers tell how they enjoy being sprinkled when a Boston nozzle is used, in a sketch called "The Bath of the Flowers."

The entertainment is closed with a "Question Box" where questions are answered about Bull Dog friction tape, after which the announcer closes the program with the remark: "You have just listened to a program about our fast-selling live hardware specialties. The various speakers would be glad to hear from their radio audience by post cards addressed to the Boston Woven Hose & Rubber Company, Cambridge, Mass."

Florida Real Estate Account for J. H. Cross Agency

The Mizner Developing Corporation, Boca Raton, Fla., has placed its advertising account with the J. H. Cross Company, Inc., Philadelphia advertising agency.

T. B. Fox Advanced by Chase Metal Works

Truman B. Fox has been made assistant sales manager of the Chase Metal Works, Waterbury, Conn., a branch of the Chase Companies, Inc. He has been with the Chase company for ten years.



THE underlying purpose of the service departments of People's Home Journal is to bring to housewives all over the country the greatest inspiration and the most effective help in lightening the burdens of housekeeping. This means not only home management and cooking, but also helping the housewife with her problems of family health and happiness.

These departments are under the management of Miss Katharine Clayberger, Service Editor, in conjunction with the director and supervisors of the School of Household Science and Arts of Pratt Institute, Brooklyn, N. Y. Each department is prepared by an expert with the needs and desires of the People's Home Journal audience in mind, and is passed upon by domestic science specialists before being published.

It is this thoughtful and authoritative material that gives to an advertiser the proper atmosphere and setting for his advertising. Also, this type of editorial material selects automatically for its audience only those women who are interested in their homes from the standpoint of making them more livable and attractive.

PEOPLE'S HOME JOURNAL

HOOPS

ADVERTISING COMPANY

18th Year

Announces:

that it will cease to handle the
advertising of the

Paige-Detroit Motor Car Co.

Effective November 1, 1925



Q *This Client States:* "It would be difficult to imagine an agency service more loyal, able or helpful. Your counsel has been sound, your copy powerful and interesting, your attention to detail beyond criticism."

Our 3 YEAR Record

We have handled nearly \$4,000,000 for this client in 51,000 insertions with errors totaling less than \$1000. More than 600 pieces of copy written have been 83% OKayed on first submission without material change. Hoops Service!

Your Opportunity Mr. Advertiser

Are you now getting equal ability and efficiency? Are you getting the close attention of agency principals? This proved organization is ready to serve you immediately or when you please. Your account of any size will be welcome.

Telephone Superior 3500

9 East Huron Street, Chicago

20%

of Rhode Island's Urban Population

95,163 Prosperous People in
PAWTUCKET and CENTRAL FALLS

A responsive market which advertisers seeking business in Rhode Island cannot afford to ignore. Providence merchants, only 4 miles distant, know the buying power of this territory. Realizing that *THERE IS ONLY ONE WAY* to reach every home in this field, these local merchants use more space in The Pawtucket Times than in any Providence newspaper with one exception.

The Pawtucket Times

Average Net Paid Circulation During
6 Months Ending June, 1925

27,172

National Representatives

GILMAN, NICHOLL & RUTHMAN

New York

Boston

Chicago

San Francisco

Holding the News Faker at Bay

The Never-Ending Struggle between the Honest Editor and the Exploiter of the Press

By Edward McKernon

Superintendent of the Eastern Division of The Associated Press

THERE is an erroneous impression in the minds of many that the Church, Big Business, and the Government exercise a sinister influence on the press. After many years in journalistic posts of some responsibility, I am happy to be able to say that I never have been approached on the ground of religious prejudice, that I never have been made aware of an opportunity through my profession to make a dollar dishonestly, and that I never have felt the menace of the official fist. So much for a popular bugaboo! I have been, however, occasionally entreated, abused, and threatened by high-minded people who had only—to them—unselfish ends in view.

One of the recognized types of propagandist is the harmless sort who wishes to promote himself or some good cause, perhaps. This fellow invites his would-be accomplices to a feast. I do not know whether it is because he thinks that newspaper men do not have enough to eat at home, but he always launches his attack at a luncheon. He invites the managing editors and gets cub reporters. After a desultory conversation in which the reporters betray their ignorance of the antecedents of the host, the latter, concealing his disappointment, decides to make the best of his audience, dismisses the waiter who is hovering about with a fresh box of cigars, and begins, "Gentlemen of the Press, It is a great pleasure to have you here . . ."

Some propagandists seem to feel that the end justifies the means. There is a clergyman whom I much admire. He is a man of conscience and a splendid preacher and, if there ever was a

hard worker in the vineyard, he is one. One night in distress he telephoned me at my home. He was at one of our offices, where he had submitted an interesting piece of news only to be told by the night editor that it could not be carried in the form in which it was presented. "He objects to the introductory paragraph," he said. I asked him to read me what he had prepared. It began like this:

Announcement was made tonight that John Jones had given \$500,000 to Blank College. The trustees have indicated that they will accept the gift and propose to use it for the construction of long-needed buildings.

"Anything wrong with that?" he asked.

"Not yet," I replied; "but read on."

He continued, and way down near the end of the story I recognized the stumbling block in the way of editorial approval. It was this:

It is expected that other friends will rally to the aid of the college and provide an equal amount in accordance with the conditions of the gift.

I pointed out that his story as prepared would be a fraud on headline writers and careless readers inasmuch as the opening paragraph gave the impression that an outright gift of half a million dollars had been made and accepted, whereas in fact the gift was conditional and the trustees might never be in position to receive it.

"But," he protested, "that is the way the Bishop wrote it!"

An especially dangerous type of propagandist is the organized mouthpiece of a society which exists primarily so that he can air his views on some subject in which he is interested. He exploits the editorial habit of treat-

Extracts of an article appearing in *Harper's Monthly Magazine* for October. Reprinted by permission.

Not One *RED* Cent

Modes & Manners Will Be
9 Issues Old October 1, and

Earning Its
Own Living



Over 200,000 circulation --net
paid. Every copy goes to a pros-
perous home -- by mail.

Modes & Manners is profitable to
the Publisher and the Advertiser.



Modes & Manners

PUBLISHED BY STANDARD PUBLISHING COMPANY

New York - Chicago - Paris

AMOS H. WEIGEL, *Business Manager*

JOHN REILLY
Western Advertising Manager

JOSEPH QUIRK
Eastern Advertising Manager

Modes & Manners

is "in The Black"

Modes & Manners
PUBLISHED BY STANDARD PUBLISHING COMPANY
New York Chicago Paris

434 E. SUPERIOR ST.
CHICAGO, ILL.

Sept. 1, 1925

Mr. John Reilly
Western Adv. Mgr.

Dear John:

Thought you'd like to know that I have just finished figuring expenses and income on the October issue and that *Modes & Manners* is in the Black.

I wonder if it is a record for a Magazine to pay for itself with the ninth issue?

Sincerely,

Amos Hutzler

Bus. Mgr.

ahw/led
Copy to
Joe Quirk
Eastern Adv. Mgr.

Dear Amos:
Sure its a record.
Why not run it
in *Printers Ink*?
John

ing as privileged that which is "officially" promulgated. This man might talk his head off on the street corner and no one would pay the least attention to him. So he organizes a society, has himself elected president or chairman of the executive committee, gets a letterhead bearing all the impressive names that he can borrow and, lo! he speaks with authority for the International Society for the Uplift of a Downfallen Race. He means well, but the point is that he attempts to obtain newspaper space under false pretenses. Speaking ostensibly for many in high places, he is actually speaking only for himself.

I used to have as a caller the secretary of a society interested in the welfare of a certain class of citizens whenever anything regarding these citizens appeared in print. The society "resolved" on the slightest provocation. One day he appeared within an hour after the newspapers containing the sort of story for which he always was looking were put on sale. He had a set of resolutions all ready for the wires. "Why," said I, "have you had a meeting of the society since the afternoon papers were out?" "Oh, no," said he, "that's not necessary. As secretary I am authorized to issue resolutions at any time!"

This set me to thinking about the real news value of these occasional pronouncements and the obligation of the newspapers properly to assess them. The thing was still on my mind when one day in came another regular customer. He, too, was a secretary and salaried publicity representative of a society, but a society interested in world politics and of some influence, I believe, among the peoples of every civilized land. The roll of its officers, vice-presidents, and committee members makes up a company as distinguished as you could wish to meet. During our conversation I casually inquired whether it was not a bit difficult to bring so many men of so many minds into accord when the attitude of the society on any current issue was to be defined.

"Oh," he replied, with that ingratiating smile that has helped so much to make smooth his path, "we do not try to do that. The executive committee has the authority. When I think that something ought to be said I prepare a statement. Then I call up the chairman, Doctor Blank, and tell him what I think we should do, and if he agrees, as he usually does, I call up the other members of the committee and generally the thing is done. In fact,"—this *sotto voce*—"Doctor Blank is the executive committee."

Thus spoke the individual in the name of the many and his voice was heard in the chancelleries of Europe!

The struggle between the honest editor on the one hand and the would-be exploiters of the press on the other is never-ending. Today, as you read these words, men at newspaper copy desks all over the country are blue-penciling page after page of speculation, half-truth, propaganda, and falsehood foisted upon them in the guise of news. Sometimes, with the terrific odds against them of instantaneous communication and rapid printing, they slip. Theirs is a tough job at best, and they are not infallible. But in the main they are successful in their daily effort to assess the importance of what comes to them, to isolate rumors, defeat news fakers, and propagandists, and present to you the honest facts you must have if your picture of the world in which you live is to be truthful and complete.

New Account for Portland Agency

The Columbia Knitting Mills, Portland, Oreg., manufacturer of Columbia-knit swimming suits, has placed its advertising account with the Adolph L. Bloch Advertising Agency, also of Portland.

J. A. Lytle, Sales Manager, Portable Adding Machine

James A. Lytle has been appointed sales manager of the Portable Adding Machine Sales Company, with headquarters at Chicago. He was formerly St. Louis distributor of the Corona Typewriter Company.

TWO RADIO SHOWS

October 26th to 31st at Rochester, N. Y.

October 27th, 28th, 29th and 30th, at Utica, N. Y.

The Rochester, N. Y., TIMES-UNION has sponsored the First Radio Show ever held in Rochester. Realizing the tremendous popular interest in Radio the TIMES-UNION has promoted the first Radio Exposition, not only as an opportunity for the Rochester retail dealers but as a direct service to TIMES-UNION readers. Every retail Radio dealer in Rochester has taken display space at the Show. Many manufacturers of radio sets and apparatus will be represented. There are sixty-nine spaces at the Show; sixty-three have been sold. Write or wire for complete plan.

The Utica, N. Y., OBSERVER-DISPATCH will hold its Second Annual Radio Exposition October 27th, 28th, 29th and 30th. Last season's Show was an overwhelming success. Thousands of visitors were unable to gain admittance. This year the Exposition will be held in larger quarters, providing opportunity for every one. Write or wire for complete details.

Representation at either the Rochester or Utica Show does not demand a guarantee of advertising in our newspapers. The support of your exhibit, either direct or through your retail dealer, by advertising, is left to your own discretion. Naturally the advertising columns of the Rochester TIMES-UNION and the Utica OBSERVER-DISPATCH offer a most exceptional opportunity during Show Week.

THE GANNETT NEWSPAPERS

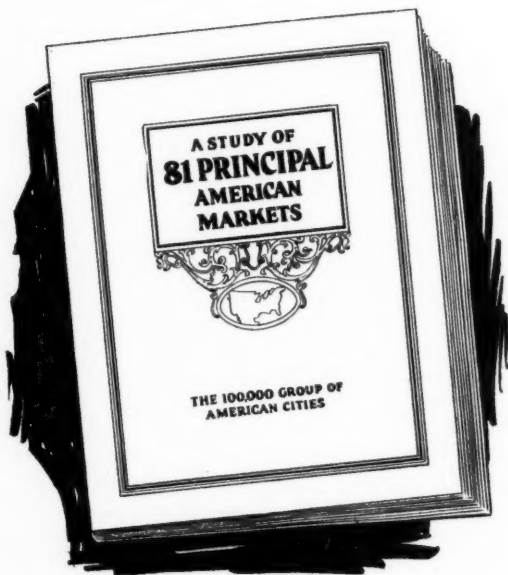
Each the leader in its field

Elmira Star-Gazette-Advertiser
Elmira Sunday Telegram
Ithaca Journal-News

Newburgh News
Rochester Times-Union
Utica Observer-Dispatch

J. P. MCKINNEY & SON, *National Representatives*

Every Sales and Should Have



THE 100,000 GROUP of AMERICAN CITIES
15 North Wells St., Chicago, Ill.

Advertising Executive This Book—

With the financial support of sixty great American newspapers a fund of more than \$100,000 has been expended in making this book available to national advertisers, analyzing each of the 81 principal American markets in the same minute detail. The book is attractively bound with a flexible cover and is 8½x11 inches in size. It contains 348 pages.

Most of the important statistical information has never been available before.

The Most Complete Study of 81 Major Markets Ever Compiled

The facts include the total population, number of families and dwellings, number of males and females over 15 years of age according to the 1920 Census, together with an estimate of how these factors have grown between the last Census and January 1, 1925; the automobile registrations for 1924 and the numbers of wholesale and retail outlets in 25 lines of business.

All of this information is given, not only for the 81 principal cities, but for every town of 1,000 population or more within their trading areas, nearly 3,000 towns being included.

This book is being mailed free of charge to those business executives who are directly interested in national merchandising and advertising. When writing for a copy please use your business stationery.

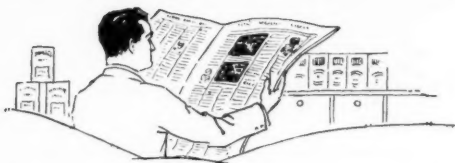
WRITE TODAY FOR YOUR COPY

THE 100,000 GROUP of AMERICAN CITIES

15 North Wells St., Chicago, Ill.

Nova Scotia

New Brunswick

Quebec Ontario
Prince Edward Is.

ONE cogent reason why you should use Canadian Daily Newspapers is this—the dealer's advertisement is in juxtaposition to yours. In looking for his own advertisement—he sees yours.

Have your agency investigate Canada and—

The Daily Newspapers of Canada

Pacific Market

	Population	Newspaper
Vancouver 175,000	Province
Victoria 60,000	Colonist

Prairie Market

	Population	Newspaper
Winnipeg 280,000	Free Press
Winnipeg 280,000	Tribune
Edmonton 70,000	Journal
Lethbridge 15,000	Herald
Calgary 75,000	Herald
Regina 35,000	Leader & Post
Saskatoon 31,000	Phoenix & Star
Moose Jaw 20,000	Times & Herald

Maritime Market

	Population	Newspaper
Hallifax 75,000	Herald & Mail

Ontario Market

	Population	Newspaper
Toronto 650,000	Globe
Toronto 650,000	Telegram
Hamilton 121,000	Spectator
London 70,000	Advertiser
London 70,000	Free Press
Kingston 25,000	Whig
Kitchener 30,000	Record
Peterboro 25,000	Examiner
Brockville 12,000	Recorder-Times

Quebec Market

	Population	Newspaper
Montreal 339,000	Gazette
Quebec 117,500	Le Soleil (French)
Sherbrooke 25,000	La Tribune (French)

Manitoba

Saskatchewan

Alberta
British Columbia

Nothing Takes the Place of Footwork

Some Thoughts on Contacts with Customers, Small Orders and Other Things, Written Down after Lunch with J. A. Lee, Sales Manager of the Fleischmann Company

By Roy Dickinson

SOMEONE has said there have been only 400 men of real genius since the world began. But there are thousands of men of ordinary capabilities who won great wealth and distinction because they went in a straight line for what they were after. They made contacts with customers and then kept those contacts. Careful investigation would show that all these men used footwork as well as headwork. They made their feet take them to the place their head could work.

* * *

It may surprise some salesmen to know that our men who call on the retailer often make from 150 to 175 calls a day. With us, contacts and quality are two most important assets. Any manufacturer who has had selling experience knows that it never pays to take knowledge of quality for granted. If he doesn't keep up his product and have his men tell customers about it, his competitor will.

* * *

And continual contact with customers is a policy which can't be too much emphasized. The salesman who thinks he has a customer all sewed up and therefore begins to take him for granted is more than likely to discover that competition has been making contact while he has been resting on his laurels. Even the man who is calling on the same customers day after day can always find something to talk about, can think of something which will interest and help his customer to get more business. Continual contact even without a new idea every time, is far better than letting customers forget what you look like.

* * *

The customer appreciates being

cultivated instead of left alone. I remember when I became district manager in a Western city there was a bank where the branch had always had its account. This bank had a sign which said "Where courtesy enters, currency enters." As soon as I was established in the new job a representative from the bank came to see me. He was courteous and brief. He made occasional calls thereafter. Though I hadn't been responsible for placing the agency account with that bank in the first place, I would have put up an argument against any change if it had been suggested. A salesman never knows just when a customer is thinking of making a change. That is why no tricks of selling can ever take the place of footwork which means continuous contact with the man who is now a customer.

* * *

If the salesman isn't cultivating his customer as he should, it is a safe bet that his competitor is beginning to make glowing reports to his home office on a new prospect. To keep a good customer from becoming the other fellow's live prospect find something to talk about and see him frequently. We sell what seems like a staple yet our salesman always has service to sell. He can talk of our school for retailers, our advertising service, our bakery service department which aids the baker produce a better bread at a cost which will yield him a real margin of profit. This latter department helps the baker solve all sorts of problems from the proper greasing of his pans to real business research that will discover for the baker which type of bread will increase his sales in that district. Our bakery service department and sales promo-



Products That Stabilized Production

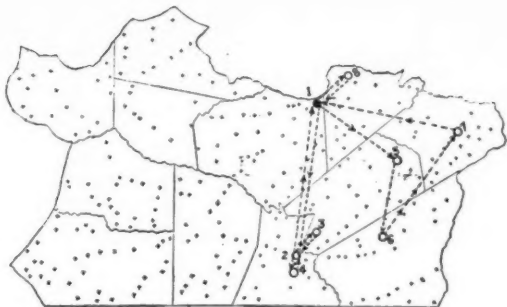
A PACKAGE of dates, a box of cocoanut and a can of grapefruit—the difference between a condition of stabilized production and employment and a condition of seasonal peaks.

Several years ago the Hills Brothers Company kept a force of 200 men at work eight months of the year—and for four months added 900 more workers, who were thrown out of employment as soon as the rush was over. Today the company has been able to iron out this unfavorable condition which meant unstabilized production as well as peaks and valleys of employment.

There is a new leadership in industry to-day, typified by those men who are behind the Hills Brothers plan. What this leadership is trying to do is explained in an interview with Ernest G. Draper, treasurer of the Hills Brothers Company, in October PRINTERS' INK MONTHLY.

PRINTERS' INK MONTHLY

185 Madison Avenue, New York



Should Salesmen Route Themselves ?

"OF course not," answers the hard-boiled sales executive who has seen his salesmen when left to themselves follow a system like that shown in the "how-not-to-do-it" map above.

"Certainly," says the Toledo Scale Company, "if they are taught the proper way to do their routing and are kept under wise supervision from the home office."

The Toledo Scale Company is getting some remarkable results from a system that is based primarily on letting salesmen route themselves within their territories. It is getting these results because it is following the salesmen closely with an unusually complete and effective direct-mail campaign. The company's plan is described by Thomas F. Walsh in October PRINTERS' INK MONTHLY.

* * *

The articles just mentioned are only two of the many articles in the October MONTHLY, which far-seeing business and sales and advertising executives will find of particular use when they sit about the conference table, discussing next year's plans.

PRINTERS' INK MONTHLY
185 Madison Avenue, New York

tion department work in the closet harmony with the Fleischmann laboratories and between them they can solve any problem a baker may have in production and marketing. Almost every manufacturer whose salesmen have difficulty in finding excuses for more frequent contact with customers could, if he hasn't one already, start a department to do something of help to his present customers. In a small plant it might be only one man who would furnish service ideas for customer's benefit. There is always the opportunity to develop at the home office ideas which make more frequent contacts with customers easier for the sales force.

* * *

One person can accomplish much. We have, for example, a woman who helps sales girls in retail bakeries do more effective selling. There would seem to be opportunities in this line for many other manufacturers. We discovered our customers' need for such a service by a simple method of research. We went into fifty bakeries to buy one thing but ready to spend \$5 more if we were asked. It was possible to spend only \$1.50 additional in any of the fifty calls. This gave us the angle by which the woman we engaged for the purpose could show retail sales girls their omissions in selling, could instruct them how to make a selling talk, how to suggest the added sale, by concrete examples based on our own experience in trying to spend money in their own stores.

* * *

In addition to keeping in close touch with his customers, no salesman, it seems to me, should neglect the small order or the small new prospect who may be a big customer some day. There was a baker in the Middle West who, after he had invested money in his plant, discovered that he had made a poor purchase on a lot of flour, that his product wasn't nearly so good as that of a big established baker in town and that he didn't know nearly so much about the bakery business as he should have known before he en-

tered it. He was small and not far ahead of the sheriff when we began to give him help. Our demonstrator went to his plant, discovered certain faults in production, found out what type of bread would go best in the neighborhood, and otherwise helped him solve the problems he faced. He had a far better loaf to sell in a short time and then the sales-promotion department helped him sell it better. Newspaper advertising, blotters and circulars were prepared and used. He was also supplied with car-card frames in which he displayed our car-cards on the side of his delivery wagon as well as in his store. While this was going on, the big baker there had to move to a milder climate. He sold to another man who bought yeast from a competitor of ours. I didn't see the little fellow who started under such bad circumstances until the baker's convention this year. Today his business is twice as large as the old-established bakery in its prime. He uses more than twice as much of our product as the other man orders. Scores of similar incidents prove to me that no customer is too small to help. The little retailer in the town in any line may be the big leader of ten years hence. It pays to look ahead.

* * *

Many interesting figures have been given by sales managers to show how little of a salesman's time is spent in the actual presence of the customer or prospect, how much time is spent waiting to see a man, traveling, and in other conditions which take time away from his main job of selling and giving service ideas. Yet much that is productive can be done in between calls. Tomorrow's sales can be thought out and planned, new ideas considered, consumers interviewed about their preferences in products, a man can read and think when he's not selling. He can also make his time count more by laying it out more carefully. One of our district managers recently pointed out that if each member of our organization could "pick up" a few minutes daily, aggregating only one hour a week, it

As Others See Us!

CINCINNATI BUILDERS SUPPLY CO.



UNIVERSAL CEMENT

The Sign

The Letter

The Reply

CONCRETE FOR PERMANENCE

Universal Portland Cement Co.

210 South LaSalle Street
CHICAGO

May 12, 1925.

The Cincinnati Builders Supply Co.,
Cincinnati, Ohio.

Gentlemen: Some time ago we sent you, imprinted with YOUR name in the upper half, a porcelain enamel hardware sign.

As the manufacturer guarantees to replace within ten years any of these signs which do not give entirely satisfactory service, we would appreciate your telling us whether your sign is holding up well and, incidentally, what you think of it.

Just jot down your reply on the bottom of this letter-head and return.

Very truly yours,
UNIVERSAL PORTLAND CEMENT CO.
M. A. Storer
M. A. Storer,
Publicity Manager.

S.A.C.-2123 Replying to yours of the 12th inst., wish to state that the sign has been received, and as far as I can tell, it seems to be as good as ever. We believe signs of this nature are very good, simply because they seem to always look new.

THE CINCINNATI BUILDERS SUPPLY CO.
John M. Storer
John M. Storer
Vice-President

458/C

And there's the story. *Guaranteed Durability and Permanent Good Looks.* If you are interested in weather-proof signs for your dealers write for the Ing-Rich catalog and specimen sign.

Ingram-Richardson Mfg. Co.
College Hill • Beaver Falls, Pa.

ING-RICH SIGNS

Fadeless Publicity in Everlasting Porcelain

**Massachusetts
Four Major Markets**

1. **BOSTON**
2. **WORCESTER**
3. **SPRINGFIELD**

**4th NEW
BEDFORD**



**One newspaper
on your schedule will cover
Massachusetts' 4th largest market**

IF ever one newspaper covered an important city it's the Standard Mercury in New Bedford. A flat rate of 10 cents a line carries your advertising into 97 out of every 100 homes in this great trading center which has the largest percentage of home owners of any city of more than 100,000 population in Massachusetts.

Of the hundreds of national advertisers who have goods to sell in New Bedford, the great majority use only this one well-tested medium—the Standard Mercury.

The Chas. H. Eddy Company are our national representatives.

NEW BEDFORD



market in Massachusetts
Completely covered by the

STANDARD MERCURY

would mean a gain of time which could be utilized on constructive work amounting to 16,000 hours a month, which is the equivalent of eighty additional people working a full month for increased sales.

* * *

It seems to me that too many letters are written in selling. Letters can never take the place of footwork. A salesman will shake his finger at his stenographer or dictating machine and get rid of selling arguments that would go fine in a retailer's store. There are no customers to be waited on, no interruptions, when a salesman is selling his stenographer or pouring his soul into a wax cylinder. Yet I wonder whether the average salesman has ever considered how much a letter costs the firm and realized how much more good at how much less cost his letter sales-argument would do the next time he was in the actual presence of his customer. I don't think it is fair for a salesman to shake his finger at a stenographer and forget to call on Bill Davis who runs the Davis Bakery at Altoona and is tough as nails.

* * *

Too many letters are the curse of some sales managers, too. Most of these faults work both ways. Sales managers and their assistants too, I think, should spend at least half of their time out in the field. Just as the individual salesman must maintain continual contact with his customers, the sales manager must keep up continual contact with his men. Otherwise he loses his field perspective and becomes too much the office man, the absentee leader.

* * *

While I don't believe the sales manager should go out with an idea of showing up a man, of proving that he can make a sale his men can't put over, I do think that when a territory is in a jam a few days' real work by the sales manager is worth twenty-five letters. It is up to the sales manager and his assistants to get out in the territory and dig for the rock bottom stuff. When there is something wrong, the sales manager or district manager must

jump into the thick of it with both feet. He can't solve real trouble by dictating letters from a swivel chair in front of a glass-topped desk.

* * *

Almost all rules work both ways. Footwork is as good a tonic for the sales manager as it is for the salesman. If contact with customers is a good policy, as it is, equally close contact by the sales manager and district managers with the men who sell is equally important and valuable. In our organization, each district manager believes in as close contact for himself as he does for his men. At short, stated intervals the head of each district meets with all his men and discusses their problems at first hand in a place where atmosphere and face-to-face contacts take the place of letters and printed matter.

* * *

Our insistence on contacts and continual footwork isn't only a pleasant day, how-do-you-do matter. We maintain close touch with customers in spite of everything. In every great storm, earthquake, fire or flood we have gone to all sorts of trouble to keep our customers supplied. During the big blizzard which descended on Chicago and vicinity in March, 1918, not one of our forty-one automobiles could leave its garage. All transportation was halted. It was decided to use footwork for delivery. Each man carried a satchel packed with yeast. More than 1,500 bakers and 3,000 grocers received their supply of yeast and a bread famine was averted. One of the Fleischmann executives in Chicago told how he delivered a pound and a half of yeast to a baker in a little basement shop who welcomed him with astonishment and gratitude. Today, that baker operates three plants with thirty ovens and uses a thousand pounds of yeast a day—all of which he buys from us. Eight other bakers who received seven pounds each at that time now use a ton or more a day of Fleischmann's yeast. Contact and footwork at a time when they needed help unquestionably gave them renewed confidence in our service including

all its branches. It also proves again how it pays to give the small customers attention. The small customers of today are the big buyers of five years hence, if they are helped from the beginning with their problems.

* * *

When a customer does have the urge to stray to new pastures it sometimes pays not to trade with him. Take the old price question, for example; the customer who wants a concession which is against the house policy. I remember a case where one customer told us he could get his supply a couple of cents a pound cheaper, so he thought he would try giving half his business to the competitor. He was not crowded, argued with or offered a trade. We didn't want to lose his business, but thought if he wanted to divide he had better get it all from the other man. We wouldn't let him lose contact or confidence in the company. He left us and yet we kept calling on him, not to sell but to offer service. Every three or four weeks a call was made. When he got into a production problem and we heard of it because we kept in touch with him, we offered the help of one of our service men. "All right," he said finally, "tell him to drop in and see the superintendent"—and almost as an afterthought because he hadn't been asked to buy—"and you might send me 450 pounds of yeast. I'm coming back."

* * *

Indirect selling by keeping on calling and offering help even when the customer has temporarily strayed off the lot, has, in my experience, proved a most powerful weapon against the price argument. Price is often temporary, quality and service contact is everlasting. But the salesman won't even know when the helpful service of the men who back up his selling efforts is needed unless he continually is calling on customers, and lost customers as well as prospects.

* * *

In every organization there is a list of the "men we used to sell."

Many times they make up the difference between real profit and no profit at all. Unless they are called on continually, the company and its salesman will never know the right moment to get them back. There are many ingenuities of salesmanship. Sales manuals are better now than ever before. The average salesman of today knows more about the finesse of selling than the star salesman of ten years ago. Yet nothing will ever take the place of footwork. Close contacts, selling ideas and more calls will improve every salesman's sales record.

Advertising Paves the Way for Industrial Furnace Salesmen

When a salesman calls at the office of a prospect and sends in his card, he is at a disadvantage if the company which he represents is unknown. If the prospect has been given some information regarding the products and prestige of the manufacturer, his representative is given a good start when he calls for an interview. The part which advertising can play in providing this introduction is explained by A. M. Apmann, sales secretary of The Surface Combustion Company, New York, maker of Blue Line industrial furnaces. "We have attempted to show the world-wide appeal of the Blue Line as it is manufactured not only in this country, but also by our foreign representatives in England, France and Germany," Mr. Apmann said. "Our advertising appropriation is divided to cover space in trade papers, which we use exclusively, and direct mail to selected lists of executives and operating engineers in the different industries."

"We aim to carry the message of distinct appeal to each one of these names at least twice a month. It has helped immeasurably in returning inquiries and lessening the look of astonishment when someone from the Surface Combustion Company appears. However, in the large furnace division it is impossible to swing a deal involving several thousands of dollars merely by advertising, but it is a very valuable asset to the personal call."

To protect the good-will which the company has developed for its Blue Line products, application for registration of this name as a trade-mark has been made with the Patent Office.

C. L. Day with Henry O. Shepard Company

Charles L. Day has joined the sales staff of The Henry O. Shepard Company, Chicago printer. Until recently he owned The Aero Printing Company, Cleveland. Prior to that time he was with the Republican Publishing Company, Hamilton, Ohio.

This is a good
year. If your
sales are not
ahead of last
year something
is rotten in
Denmark

**Arnold
Joerns
Company**
— *Advertising* —

Arnold Joerns Building • CHICAGO • 26 East Huron Street

Why Not a Consumer Sales Manager?

A New Job Is Proposed for the Advertising Manager

By Alexander Stuart

THE president called his newly appointed advertising manager. "Jones," he said, "a great deal has been said about the co-ordination of sales and advertising, and that is as it should be. Co-ordination is important. But it must be secured in the right way.

"I want you to keep away from the trade—in your official capacity. I don't want you to travel round the country talking to jobbers and retailers and selling them our advertising campaign. Let the men and the district managers do that, on information you furnish them and training you give them.

"Get your sales data and market information from the sales manager and the district men, and the salesmen and the local newspapers.

"Your job is to sell the consumer—you are Consumer Sales Manager. Get out and talk to people, find out what they buy, and why. Interview retailers, if you want to—maybe they can tell you about buying habits and the reasons for big sales of competitors, though I doubt it. But talk to them as a consumer. And above all things keep away from the jobbers—they have no concern whatever with the buying public, and they've corrupted more advertising managers than any other factor in merchandising."

This sounds revolutionary, but is it?

The ultimate customer of any manufacturer is the user of his product. The only purpose of general advertising is to sell that user. The job of any advertising manager is so to shape his publicity as to influence the user to buy.

Advertising managers have been "corrupted" by sales contact, and are being so corrupted every day.

Take a specific case. Smith, Jones' predecessor, packed his grip and went for a swing around the circuit, to look into local conditions and merchandise the advertising. He called on Brown Bros., big jobbers in Cleveland. He told his story, and it went over big. Then Brown's buyer said, "That's fine, Mr. Smith. But you must get this product on the retailer's shelves before your advertising will pull at all. We can do that for you. But you'll have to make us an advertising allowance. Say fifty cents a case. We'll use it right—the way we know it'll do the most good. I'll give you an order right now for a car, if you'll do this."

Magic words—"a car." Smith was an advertising manager, but he was a salesman, too, as are all of us. His sales ear pricked up. A car! Here's advertising producing sales, with a vengeance. And it was true that this distribution was needed.

So it was done, and another advertising manager was on the way to corruption. He lost sight of the fact that it was the consumer who would make or break him; that he was very much at the mercy of this jobber; that an immediate sale had blinded him to the fact that there was nothing permanent or effective about this so-called advertising, so far as the consumer was concerned in the matter.

Smith moved on to Detroit and called on the buyer of a big chain. His advertising story went well there, too. The buyer didn't ask for an advertising allowance. He was subtler than that. "Fine, Mr. Smith, fine!" was what he said. "But I've got to sell close. My trade buys on price. I can buy from your competitor at considerably less than your price. Between you and me, he's slip-

BASIC INDUSTRIES SOUND IN ALTOONA

Little Involuntary Unemployment Prevails, Federal Department of Labor Survey of City Reveals.

MANUFACTURING ACTIVE THROUGHOUT DISTRICT

Coal Mining, Long in Languishing Condition. Is Improving and Giving Railroads More Business.

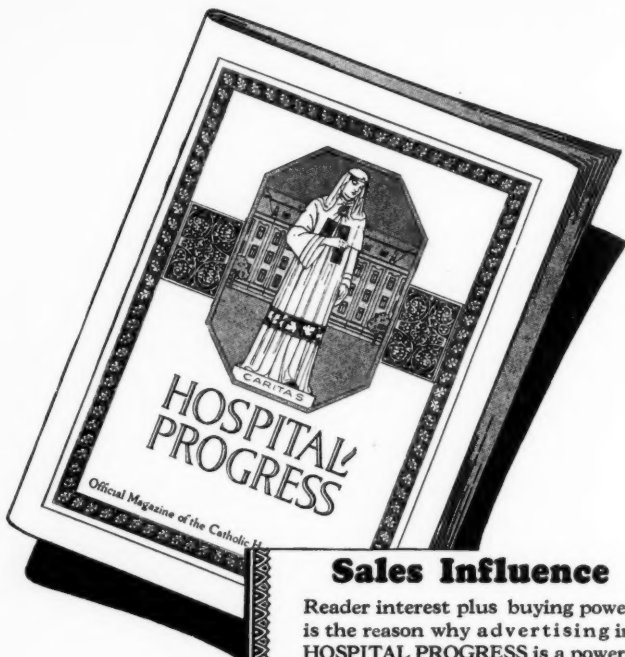
The MIRROR grows and prospers with Altoona.

The MIRROR—Altoona's only evening paper—covers 96% of all the families in this prosperous trading area with a daily net A.B.C. Circulation of over 27,000.

The Altoona Mirror

Business Direct

ALTOONA, PA.



**A PARTIAL LIST OF
ADVERTISERS IN
HOSPITAL PROGRESS:**

A. P. W. Paper Company
Amer. Laundry Mch'y. Co.
Frank S. Betz Company
Bonded Floors Company
James B. Clow & Sons
Davis & Geck, Inc.
Dennison Mfg. Company
The Gorham Company
S. Gumpert Co., Inc.
Horlick's Malted Milk Co.
Hygienic Fibre Company
International Nickel Co.
The Jell-O Company
Johns-Manville, Inc.
Chas. B. Knox Gelatine Co.
Lewis Mfg. Company
Mandel Brothers
Meinecke & Company
Merck & Company
Monarch Metal Prod. Co.
Parke, Davis & Company
Albert Pick & Co.
Scanlan-Morris Co.
Seeger Refrigerator Co.
John Sexton & Company
The Simmons Company
E. R. Squibb & Sons
Stedman Products Co.

Sales Influence

Reader interest plus buying power is the reason why advertising in **HOSPITAL PROGRESS** is a powerful sales influence in selling the Sisters' Hospitals.

HOSPITAL PROGRESS has firmly established its place in the Sisters' Hospitals, not only as the "Official Magazine" but because of the effective service it is rendering in promoting the growth and interest of these institutions.

The Mother Superiors and Sisters who own and operate the Catholic hospitals have the power to buy and their aggregate purchases amount to an enormous volume annually.

Detailed information on request

HOSPITAL PROGRESS

The Bruce Publishing Company

Established 1891

Home Office: 129 Michigan St., Milwaukee
Eastern Office: 30 Church St., New York

ping me a confidential allowance. But I like your advertising campaign and I'd like to handle your goods. I'll put on a 'special' for you. Window displays, counter displays, mention in our newspaper advertisements and handbills. I'll get all my store managers and clerks to push your product. I can't give you exact costs, but it will figure, all told, about \$5 a store. I'll buy a car right now, to start, and build up bigger when we get going good."

A car again! Two cars in two days! Smith agreed, and that's that. But how much of that \$5 a store would get to the consumer, and induce her to buy Smith's goods because she was sold on their quality? A pile of the product in the store windows—along with eleven others, including the chain's private brand. An inch of space in the store's advertisement. Similar space in handbills. And all carrying this constructive message to the housewife: "Blank's Canned Peaches—Special Today—29c." No quality

talk, no house talk, and sales made on price alone.

Smith didn't foresee, either, that probably when he or his salesman called back for the next car, the buyer was going to see that the sale didn't go so well—still had most of the first one left, and how about another special at \$5 a store?

Finally, in St. Louis, Smith tried his hand at the retail trade. That grocer, too, thought the advertising was all right, but he didn't get many calls—not enough to stock. If the gentleman would take an advertisement in the souvenir program of the annual picnic of the local grocers' association and send over enough samples for all the boys, and go into the Association Food Show—well, maybe he could take twenty-five cases and perhaps some of the other members would, too.

Again the consumer, presumably waiting for enlightenment on Smith's product, was left to wait.

And at the end of the year, when everyone was wondering why the campaign didn't go over

made by *Grammes*



An Art-Metal Desk Calendar Keeps Your Story Before The Buyer, Effects Contact, Creates Good-Will, And Adds "Power" To Your "Selling" Appropriation. How Many? Give Us The Wording.

L.F. Grammes & Sons
INCORPORATED

Our
Fiftieth
Year

492 Union St., Allentown, Pa.
New York Office—Fisk Building



Also Mfrs. Metal Stampings, Name Plates, Display Devices, Trimmings, Etc.

with a bang, someone analyzed the advertising expenditure, and found that a big percentage of this fund for consumer selling hadn't reached the consumer at all, and therefore hadn't done any permanent good.

The jobber in Cleveland was holding on to that fifty cents per case like grim death, and couldn't explain why the goods were not moving as they should. The chain in Detroit was looking for another \$5 special. And the retailer in St. Louis claimed he couldn't force the consumer to buy the product, and how about taking some of it back?

Advertising should be co-ordinated with sales. But all the timing and synchronizing may be done at the home office, by working with the sales manager.

District managers and salesmen may be coached personally and by letter to merchandise the advertising almost as well as the advertising manager can do it. Local conditions may be learned thoroughly from the sales force,

brokers (if any) and local newspapers.

Consumer habits and preferences may be learned only from consumers and not from the trade. Retailers are notorious for the surprising amount of misinformation they can dispense, and jobbers are barren of any information whatever.

Perhaps the president was right. His theories are worth a trial, anyway.

Piano Parts Maker Appoints Newark Agency

Strauch Brothers, Inc., New York manufacturer of piano and player piano actions, has appointed the Joseph E. Hanson Company, Newark, N. J., advertising agency, to direct its advertising account.

Appointed Advertising Manager of Newsstand Group

E. R. Crowe & Company, New York, have appointed C. E. Damron advertising manager of the Newsstand Group. For the last three years he has been Eastern manager.



MORE POWER TO YOUR ADVERTISING
..... and less waste!

Doyle, Kitchen & McCormick, Inc.
 2 WEST 45th STREET NEW YORK
Advertising

To National Advertisers:

We are now accepting orders for back covers in COLUMBIA during 1926 at our recently announced reduced card rate.

While the majority of our 1926 back covers have already been contracted for by national advertisers, a few are still available and will be allotted promptly on receipt of non-cancellable orders.

At our new rate which goes into effect with the January, 1926 issue, back cover position in COLUMBIA represents an outstanding value for the national advertiser.

We urge prompt action on the part of advertisers desiring to take advantage of this opportunity to obtain COLUMBIA back covers during 1926.

COLUMBIA

The Largest Catholic Magazine in the World

*A National Monthly, Published, Printed and
Circulated by the Knights of Columbus*

Net Paid
Circulation

757,540

Member of
A. B. C.

D. J. GILLESPIE, Adv. Director
25 West 43rd Street
New York City

J. F. JENKINS, Western Manager
134 South LaSalle Street
Chicago, Ill.

RENEWAL ORDERS for **"Punch"**

"We knew that we should be booking on an extended scale in 'PUNCH' shortly after the first advertisement appeared as we heard from our Clients that they were very pleased with the results."

This paragraph, taken from an Agent's letter received recently, indicates clearly the reason why Advertisers, once they use "PUNCH," generally renew from year to year.

All space in the "PUNCH" ALMANACK, and in the weekly issues this year until December 23 is already sold. Bookings for 1926 are now being arranged.

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80, FLEET STREET
LONDON, E.C.4., ENG.

(September 7, 1925.)

Dealers Urged to Get Behind Nicholson Files Campaign

In a dealer advertisement announcing its fall campaign, the Nicholson File Company, Providence, R. I., states that, "Business, like a sensitive person, goes where it is invited and stays where it is well treated. We are giving out a national invitation for prospects to buy Nicholson files from you. Treat them right."

One page of the two-page advertisement consists of a lay-out of the covers of the periodicals to be used in the campaign which will continue until Christmas. All classes of file users will be reached through the use of magazines, farm papers, trade journals, and a list of thirty-nine newspapers.

Cleveland Agency Chapter Holds Annual Outing

The Cleveland chapter of the American Association of Advertising Agencies recently held its fourth annual outing and field day. Representatives of newspapers, magazines and trade journals were guests of the chapter. The day was featured by golf and athletic contests. In the evening a clambake and theatrical performance were held. C. L. Eshleman was chairman of the outing committee.

Canadian Campaign for Nip- pon Kinuori Silk

The Nippon Kinuori Company, Ltd., Montreal, will start an advertising campaign, shortly, on the spun silk fabrics which it manufactures in Japan. Dry goods and women's wear trade papers in Canada will be used at first, to be followed later by a campaign in magazines and newspapers.

Ocean City, N. J., to Advertise During Winter

The Ocean City, N. J., Chamber of Commerce, will supervise the expenditure of about \$50,000 in an advertising campaign to be carried out this winter. Efforts will be made to reach the people who visit Philadelphia at the time of the Sesquicentennial exposition.

Engineering Account for O. S. Tyson & Company

The Gordon-Davis Engineering Company, Inc., New York, manufacturer of the Gordon dryer, has appointed O. S. Tyson & Company, Inc., New York advertising agency, to direct its advertising account.

A. H. Farris with Alsop Printing Company

Alex H. Farris has been appointed sales manager of The Alsop Printing Company, Birmingham, Ala. For several years he had been directing head of the Shields-Farris Printing Company, Nashville, Tenn.

55.6%

Automobile Lineage

During the first eight months of 1925 the Omaha World-Herald carried 55.6% of the total Automobile Lineage in the three Omaha newspapers. The other two papers combined carried only 44.4%.

Through the use of the World-Herald the advertiser can thoroughly cover the Omaha territory without the aid of any other advertising medium, and at the lowest milline rate of any Nebraska newspaper. The total circulation of the World-

Herald lacks but 30% of being as great as the other two Omaha papers combined.

AUTO LINEAGE	
Display	Lines
(World-Herald 428,967)	
(Second Paper 211,932)	
(Third Paper 199,857)	
Classified	
	Lines
(World-Herald 189,728)	
(Second Paper 53,060)	
(Third Paper 36,372)	

Daily Circulation
104,690

Sunday Circulation
104,314

Omaha World-Herald

National Representatives, O'MARA & ORMSBEE, INC.

New York

Chicago

Detroit

San Francisco

Sept. 24, 1925



The
Twelfth Convention
 of the

·A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel LaSalle
Chicago

October 15th & 16th

NINETEEN · TWENTY · FIVE

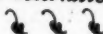
The **DINNER**

NIGHT OF OCTOBER, 16th

will be at the

Hotel LaSalle

Make your reservations early



Death of Alfred C. Bedford

ALFRED C. BEDFORD, chairman of the board of the Standard Oil Company of New Jersey, died last Monday, September 21, at his home at East Norwich, L. I. He was in his sixty-first year.

It was as an organizer that Mr. Bedford was chiefly distinguished. When the Government started its famous Sherman law suit against the Standard, to A. C. Bedford was entrusted the task of organizing its defense. And when the Government won its case, it was to him that the company turned to segregate its units and to get the separated organizations running smoothly. In this assignment he accomplished the biggest job of unscrambling eggs that has ever been attempted. The fact that all these segregated units are today vastly more successful than was ever dreamed possible, is due to Mr. Bedford's organizing genius.

But great as were his achievements in this direction, Mr. Bedford will be principally remembered as the man who got the public to understand the Standard Oil Company. John D. Archbold, who had been president of the company for some years until his death in 1916, made an attempt to explain the Standard to the public, but somehow Mr. Archbold never was fully convinced of the wisdom of candor in his public relations.

Isaac F. Marcossou, it is said, convinced Mr. Archbold that the Standard was disliked only because it was misunderstood. On this basis Mr. Archbold gave out an interview which was the first public utterance any of the Standard officials had ever made. A few weeks later Mr. Archbold ordered that the publication of his interview be stopped. However, he was too late. The magazine containing the interview was already printed and was then being distributed. Mr. Archbold subsequently found out that the publication of the interview was the best thing that had ever happened to the Standard Oil

In Boston to Reach the High Grade Radio Market

advertise on the
daily radio page
in the

Boston Evening Transcript

*Highest ratio of buyers
to readers*

*National Advertising
Representatives*

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

Company and that almost immediately the public was regarding this octopus in a more kindly light.

When Mr. Bedford became president shortly after the death of Mr. Archbold, one of the first things he did was to make himself accessible to interviewers at all times. He said at the time, "I don't intend to be inaccessible. I don't believe in that sort of thing. I believe—and various other businesses have shown this to be true—that an attitude of frankness, of free and open speech, is beneficial both to corporations and the public they serve. And as far as possible, I am going to have open house here."

Mr. Bedford always believed that when people are given all the facts, their judgment, in the long run, is likely to be fair. An episode during the war shows how he was accustomed to think in this respect. At the time he was chairman of the petroleum committee of the Council of National Defense. It was necessary to conserve oil for war purposes. As a means of doing this Mr. Bedford suggested "gasless Sundays." This

idea struck other members of the Council so well that they wanted to order that no gas be used on certain specified days. Mr. Bedford disagreed. He said that the public did not like to be ordered and that better results could be obtained by asking people to cooperate with the Government by not using gasoline unnecessarily on Sunday.

Physical Culture Account for Sackheim & Scherman

Earle E. Liederman, New York, physical culture expert, has placed his advertising account with Sackheim & Scherman, Inc., New York advertising agency. Magazines and mail-order publications are being used.

Arthur LeCraw Joins Atlanta Agency

Arthur LeCraw, formerly with the Southern office of Cannon Mills, Inc., has joined the staff of the Cotton States Advertising Agency, Atlanta.

Detroit Office for Katz Agency

The E. Katz Special Advertising Agency will open an office at Detroit on October 1. Axel Blomberg will be manager.

The Long Beach Press-Telegram

LONG BEACH, CALIFORNIA

announces the appointment of

WILLIAMS, LAWRENCE & CRESMER CO.

225 Fifth Avenue, New York
360 North Michigan Avenue, Chicago

as its

NATIONAL ADVERTISING REPRESENTATIVES

for the entire United States
outside of the Pacific Coast

EFFECTIVE SEPTEMBER 1, 1925

Johnstown is Growing

HOME BUILDING FEATURES 1925 CONSTRUCTION WORK IN JOHNSTOWN, SUBURBS

Marked Activities in Widely
Scattered Sections; Fer-
dale 27 New Homes

MUCH WORK ELSEWHERE

Johnstown's building boom this
year is not confined to the home
district. A ...

rooms and bath at 804 Vic-
nue.
A frame house of
being erected at 826
nue for Harry W
completed show
David Lee
future a sev-
ing erect
538 St

We will gladly send to
you the results of a re-
cent survey on building
in and around Johns-
town.

THE PAPER—

There's not a paper in Pennsylvania that
covers its trade area as solidly and at such
low proportionate cost. Regular reading
of The Tribune is a habit inborn with
practically every person in the entire
trading area of approximately 200,000
population. Net paid over 30,000.

Cover It All Through

THE TRIBUNE

JOHNSTOWN, PA.

NATIONAL REPRESENTATIVES
BRYANT, GRIFFITH & BRUNSON, INC.

NEW YORK

CHICAGO

BOSTON

ATLANTA

CHATTANOOGA

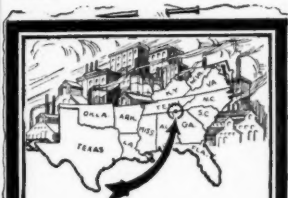
**Ideal Branch Office
Site In South**

**Offers Many Advantages
To Concerns Seeking
Southern Trade**

Chattanooga, Tenn., Sept. 24. Many businesses, in all lines, have found that maximum results can best be secured in the southern territory through centrally located headquarters in the South.

Chattanooga, strategically situated in the center of the fourteen southern states, possesses many marked advantages as a branch office site and as a location for warehouses, assembly plants or similar units essential to efficient sales and service.

From Chattanooga, an accurate hand can be kept upon the pulse of the entire South; correspondence can be rapidly conducted to all points; salesmen can be effectively and economically routed; shipments forwarded quickly at low costs; real service can be rendered the southern trade.



CHATTANOOGA

"The Dynamo of Dixie"

Sell and serve the South from headquarters in Chattanooga—in the very center of the fourteen prosperous southern states.

Write for detailed information about Chattanooga, Chattanooga Clearing House Association, 840 James Building, Chattanooga, Tennessee.

The Modern Idea in Sales Compensation

Editor of PRINTERS' INK:

We are making a study of the sales methods of manufacturers that sell diversified products where salesmen must co-operate with each other not only in their own districts, but in other districts.

By diversified products, we mean a manufacturer that, we will say, manufactures pumps, motors, mining machinery and possibly some specialties. We are not so interested in this subject from the standpoint of the manufacturer that makes only one of these products.

We would like to know what practice companies now have in vogue for sales incentive over and above salaries among the field salesmen or district managers. Do they have a bonus, commission, honor roll, or special mention for work well done, or what do they have?

Undoubtedly you have published articles on this subject from time to time and I would like to have you refer me to these articles. Any information that you can give us along these lines will be greatly appreciated.

THIS is a subject that is frequently discussed in **PRINTERS' INK**. One of the basic reasons for the newer methods of compensation now so widely in vogue is to get salesmen to push the sale of the products that the company is especially anxious to sell. There are various ways of doing this. The point and bonus systems are the ones most often used.

When the point plan is followed a larger number of points per unit or per dollar of sale is given on the product or products that the manufacturer wishes to have featured. Much the same idea is followed when it is a bonus that is given as a reward for extra effort. The bonus applies only to the product being pushed.

The specialty salesmen system is also used sometimes to promote the sale of weak sisters in a line. These specialty men concentrate entirely on the articles that have been selected for promotion, leaving the full line to be sold by the regular salesmen.—[Ed. **PRINTERS' INK**.]

To Join Gotham Hosiery

Robert E. Neuse, Jr., manager of the service department of The Economist Group, will join the Gotham Silk Hosiery Company, New York, Gold Stripe hosiery, effective October 12.

The Price Insures Reader Interest and Responsiveness

MEN will often pay five, ten or twenty-five cents for a magazine just to read one or two prominent features of casual interest. Such readers add much to the publisher's circulation figures, but little to the advertiser's revenue.

The men who pay One Dollar and a Quarter for the January Show Number of MoToR do so because they are vitally interested in the entire contents of the big issue. They do not pay this much money for one, two or three features, but for the whole book—including the advertising pages. The latter is their buying guide for automotive products.

Leading advertisers in the industry know this to be true, for it has been reflected in the big returns produced by advertising in all previous Show Numbers. That is why they invest so much more money for space in the Show Number of MoToR than in any other automotive publication.

Early forms close November 15 . . . And remember,
the type size of the page is 8 $\frac{1}{4}$ x 12 inches

MoToR

"The Automotive Business Paper"

EARLE H. McHUGH • Business Manager

119 WEST 40TH STREET • NEW YORK

Hearst Building • CHICAGO
Kresge Building • DETROIT

Bellevue Court Building • PHILADELPHIA
Boston American Building • BOSTON

Direct-Mail Advertisers to Discuss Export Selling

This Is One of a Number of Important Subjects on the Convention Program

FOREIGN markets and their development through the use of direct-mail advertising will form the keynote for a number of discussions which will be held at the forthcoming convention of the Direct-Mail Advertising Association. This convention, which will be the eighth annual meeting of users and producers of direct-mail advertising, will be held at Boston from October 28 to 30.

Significant of the interest of members in increasing their sales to oversea customers is the organization by the association of an export departmental. This new division will be started with a conference at the afternoon session on October 29. Thomas W. Pelham, director of sales and general counsel, Gillette Safety Razor Company, will tell how his company increases export sales by direct-mail work and the adaptation of these activities to straight-line exporting will be discussed by Henry H. Morse, sales and export manager, Florence Stove Company. Another speaker will be A. E. Ashburner, manager, foreign department, American Multigraph Sales Company, who will talk on "How to Use the Mails in Overseas Selling." This group session will be presided over by Walter F. Wyman, general sales manager. The Carter's Ink Company, who is chairman of the departmental.

Export selling, however, is only one of the many phases of merchandising that will be covered.

The program for the general sessions and meetings of other departmentals, which has practically been completed, is comprehensive in its reference to all direct-mail activities. It includes the following speakers and subjects:

October 28, Morning: Charles R. Wiers, president, will preside. Addresses of welcome will be made by: Arthur Robn, general chairman, Boston Convention Bureau; Roland Boyden, president, Boston Chamber of Com-

merce, William F. Rogers, president, Advertising Club of Boston, and George W. Taylor, president, Boston Typothetae Board of Trade. Speakers will be: Alvin E. Dodd, manager, Domestic Distribution Department, United States Chamber of Commerce, and G. Lynn Sumner, president, Association of National Advertisers, who will talk on "We're Beginning to Find Out Something about People."

October 28, Afternoon: Presiding: Joseph Meadon, The Franklin Press, Detroit; "Selling by Mail Throughout the World," R. W. Ashcroft, The F. E. Partridge Rubber Company and The Northern Rubber Company, Guelph, Ont.; "Words—Words—Words," Arthur Brisbane, The Hearst Publications, New York; "Which Is Yours, Direct-Mail Advertising or Direct-Mail Selling?" Ray N. Fellows, advertising manager, The Addressograph Company, Chicago; "Can Personality Be Capitalized in Advertising?" George C. Hubbs, general sales manager, Ajax Motor Company, Racine, Wis.

October 29, Morning: Presiding: Homer J. Buckley, president, Buckley, Dement & Company, Chicago; "A New Conception of the Use and Presentation through the Mails of Direct-Mail Advertising Literature," John C. Redington, president, Du-Plex Envelope Corporation, Chicago; "Charting a Mail Campaign on the Expected Returns Basis," Gridley Adams, Rogers & Company, New York; Edward T. Hall, vice-president, Ralston Purina Company, St. Louis, and "Direct Mail, a Known Quantity," Glenn Muffly, Commercial Research Laboratory, Chicago.

October 30, Afternoon: Presiding: Harry B. Kirtland, The University Press, Cambridge, Mass.; "Good-Will—And the Other Kind," Jerome P. Fleishman, Baltimore; "Graphic Analysis of Direct-Mail Advertising Statistics," Robert L. Blanchard, vice-president, Van Kannel Revolving Door Company, New York; "Direct Mail from the Rural Viewpoint," Marco Morrow, assistant publisher, The Capper Publications, Topeka, and "What's Being Done to Adjust Postal Rates for Direct-Mail Literature," Richard H. Lee, counsel and manager, National Council of Business Mail Users, New York.

This session will close with the awarding of trophies to those taking part in the convention exhibit of direct-mail advertising.

October 29, Afternoon: The following groups will meet: *Retail Group:* Chairman, Miss Julia C. Coburn, The LaSalle & Koch Company, Toledo; "The How, When, Where and Why of Department Store Direct-Mail Advertising," Lester Brozman, Abraham & Straus, Inc., Brooklyn, N. Y.; "We Must Get the Business," V. Edward Berger, Vincent Edwards & Company, New York; Sheldon

Announcing the appointment of
NATIONAL ADVERTISING REPRESENTATIVES

The Miami Tribune
OF MIAMI, FLA.

Miami, Fla.

"Florida's Fastest Growing Newspaper"

has appointed

Lorenzen & Thompson, Inc.

Peoples' Gas Bldg.

Chicago

317 Kohl Bldg.

San Francisco

19 W. 44th St.

New York

514 Leary Bldg.

Seattle

The Palm Beach Times
OF PALM BEACH, FLA.

West Palm Beach, Fla.

"America's Most Select Readers"

has appointed

E. Katz Special Advertising Agency

58 W. 40th St. 307 N. Michigan Waldheim Bldg.

New York Chicago Kansas City

22 Marietta St. Monadnock Bldg.

Atlanta San Francisco

FRANK P. FILDES, PUBLISHER

Coons, Gimbel Brothers, New York; E. St. Elmo Lewis, Campbell, Ewald Company, Detroit; W. T. White, Rike-Kumler Company, Dayton, and Hugh Arthur, The Dayton Company, Minneapolis.

Employees' House Organ Group: Chairman: E. T. Wilkins, Editor "Schenectady Works News," General Electric Company, Schenectady; "Five Years as Editor of an Employees' House Organ," Nelson T. Ziegler, editor "The U and I of Buick," The Ohio Buick Company, Cleveland; L. L. Smith, editor "Kohler of Kohler," Kohler, Wis., and Harold A. Hall, advertising manager, Eastern territory, Tide Water Oil Sales Corporation, New York.

Financial Group: Edward A. Collins, assistant secretary, National Surety Company, New York, who will be chairman, is arranging the program for this group.

Sales House Organ Group: Chairman: William A. Biddle manager, advertising department, The American Laundry Machinery Company, Cincinnati; "How to Edit House Organs That Sell," Thomas Dreier, The Thomas Dreier Service, Winchester, Mass., and "What Is a Store Magazine Worth?" Dorothy Entwistle Swenson, editor "Clothes," Wm. Filene's Sons Company, Boston.

October 30, Morning: Two group meetings will be held. These will be: **Producer's Group:** Chairman, Robert E. Ramsay, The Robert E. Ramsay Organization, New York; "The Ethics of Salesmanship," Joseph Meadon, The Franklin Press, Detroit; "The Need of

a Creed," Durant F. Ladd, The Tolman Print, Brockton, Mass., and "The Budget Plan as a Business Builder," F. W. Bond, The F. W. Bond Company, Chicago.

Better Letters Group: "How to Determine the Efficiency of Your Sales Letters Before They Are Mailed," Edward H. Schulze, and S. R. Stauffer, Minneapolis.

Appoint Williams, Lawrence & Cresmer

The Long Beach, Calif., *Press-Telegram* has appointed the Williams, Lawrence & Cresmer Company, publishers' representative, New York and Chicago, as its advertising representative in all territory except the Pacific Coast.

Cosmetic Account for Clark Collard Agency

The Lilac Lady, Peoria, Ill., manufacturer of a complete line of cosmetics, has placed its advertising account with The Clark Collard Company, Chicago advertising agency.

R. C. Potter Joins Syracuse, N. Y., "Herald"

R. C. Potter has joined the advertising staff of the Syracuse, N. Y., *Herald*. He was formerly advertising manager of the *Journal* and *Sunday American*, both of that city.

Experienced

LARGE Printing Plant
with trade-paper
experience located in
Middle West can handle
one more trade-paper.

Address

"H," Box 254, Care of Printers' Ink
230 South Clark Street Chicago, Ill.

"MASS" and "CLASS"

Lineage measurements in Los Angeles for the first eight months of 1925 show that the Los Angeles Times leads the second local paper by the huge total of 2,332,428 agate lines; and, even more significant, leads the second paper and all other local papers in the classifications most indicative of "mass" and "class" sales influence.

For example, in selling shoes, an article worn by all and hence representing the limit in distribution, The Times exceeds the nearest local paper by 101,010 agate lines; and similarly in selling amusements, including motion pictures, the most universal "mass" luxury, The Times exceeds the nearest paper by 27,454 agate lines.

In the selling of quality products, The Times' lead over all other local papers is equally outstanding. It exceeds the nearest paper in automobile advertising by 79,520 agate lines, and in banking and finance by 555,128 agate lines.

Los Angeles Times' dominance in advertising, maintained for decades, applying to big things and little things—to MASS and CLASS—is due to the Los Angeles Times' great leadership in home-delivered circulation. Of all cities in America, Los Angeles is pre-eminently the city of DETACHED HOUSES, where permanent home-dwellers dictate the tastes and habits of the community. *In this environment Los Angeles Times has the largest home-delivered circulation of any newspaper within a radius of 1,000 miles!*

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.,
360 No. Michigan Ave., Chicago—225 Fifth Avenue, New York



**Make it Easy
for Buyers to
Select Your
Product.**

**Clinch the Sale
in the Store!**



Lithographed—
**TACKER SIGNS
FLANGE SIGNS
COUNTER SIGNS
HANGER SIGNS
DIE-CUT SIGNS**

Sizes 20"x28" and smaller



**Supplying Local and
National Advertisers
High-Class ART Work**



**GENUINE QUALITY
AT LOW COST**

Crown Cork & Seal Co.

BALTIMORE, U. S. A.

Write for Samples and Prices

New Accounts for E. T. Howard Agency

The American Clip Company, Long Island City, N. Y., manufacturer of stationers' supplies, has appointed the E. T. Howard Agency, Inc., New York advertising agency, to direct its advertising account. Trade papers will be used. The American Dry Corporation, maker of American Dry ginger ale, Long Island City, N. Y., has also placed its advertising with the Howard agency. Newspapers will be used for the latter account.

R. D. Funkhouser, Vice-President, Delco Light

Robert D. Funkhouser has been elected vice-president of the Delco Light Company, Dayton, Ohio. He had been assistant secretary.

The Delco Light Company has taken over the plants at Moraine City, Ohio, formerly occupied by the General Motors Research Corporation and by the Wright Airplane Company and will devote this space to the production of Frigidaire refrigerators.

Hearst Newspapers Appoint Allen C. Rankin

Allen C. Rankin, for five years in charge of national automotive advertising for the Chicago American, has been appointed to represent the following newspapers in the national automotive field: Boston American; Milwaukee Wisconsin News; Chicago American; Detroit Times; Rochester Journal and Syracuse Telegram.

Death of R. R. Glenn

R. R. Glenn, who was associated with The Central Advertisers' Agency, Wichita, Kans., died on September 17. He had been production manager. Mr. Glenn at one time was vice-president of Brown, Connery & Company, Oklahoma City advertising agency and, for six years, was a member of the advertising department of the Yale & Towne Manufacturing Company, New York.

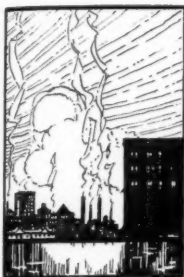
F. R. Pitcher with Kellogg Food Company

Fred R. Pitcher has joined the sales department of the Kellogg Food Company, Battle Creek, Mich., as assistant to J. F. O'Brien, vice-president and sales director. Until recently he was secretary of the Indianapolis Wholesale Grocers' Association.

F. W. Lohr with Schultz- McGregor Agency

F. W. Lohr has been appointed vice-president and director of food advertising of The Schultz-McGregor Corporation, New York advertising agency. For the last five years he had been service manager of the food department of the New York Commercial.

BIG BUSINESS



From the Factory

from
Canadian
Farmers



To the Farm

The feeling of subdued optimism which is general in Canada just now is almost entirely due to the certain prospect of an excellent crop which will be sold at a high price.

Business men should realize to the full that most of the funds which will produce this prosperity must pass through the hands of the Canadian farmers themselves, and should make the strongest possible direct appeal to that class during the next few months.

Having liquidated a great many outstanding obligations as a result of the last two crops, the farmer now finds himself in a position to spend a large proportion of his income in purchases of increased farm equipment and added comforts for his home and family.

THE FAMILY HERALD AND WEEKLY STAR, Canada's National Farm Journal, is the largest and most productive medium in existence today for reaching Canadian farmers. It covers one in every five Canadian farm homes from the Atlantic to the Pacific at less cost per thousand circulation than any farm paper in the Dominion. Where desired an ad-

vertiser may use and pay for the Eastern or Western circulation only at a special low rate. Merchants already selling in the Canadian farm field can find no more dominant yet flexible and economical medium; and others should take advantage of the bright prospects this fall to consider if their business does not hold latent possibilities for this rich field.

For rates and other information write the Advertising Manager

Family Herald and Weekly Star.

Canada's National Farm Journal

Montreal

Established 1870

Canada

BRANCH OFFICES

New York:
DAN A. CARROLL
Representative
110 E. 42d Street

Chicago:
J. E. LUTZ
Representative
78 E. Madison St.

Toronto:
M. W. MCGILLIVRAY
Representative
390 Bay Street

Winnipeg:
J. MCSHERRY
Representative
437 Main Street

London, Eng.:
M. A. JAMIESON
Representative
17 Cockspur St.,
S. W. 1.

bring a
friend along!

1-2-3

days of snappy schooling
in "*Breaking into the
dealer's window*"

Extracts from experience on distribution and
installation of sales displays

Novel ideas and modern methods for wooing
and winning the dealer's co-operation

100 exhibits of masterpiece material

The results of retailers—the progress of pro-
ducers

All organized, for YOU

Speakers of national note. Entertainment of ex-
ceptional excellence

Of course you're coming

And BRING ALONG A FRIEND!



2nd annual
Convention
WINDOW DISPLAY
Advertising Association

Edgewater Beach Hotel, Chicago

October 6, 7, 8

Wire your reservation now to C. E. Johnson, 1119 W. Jackson Blvd., Chicago

Is Consignment Selling Ever Justified?

PATENT NOVELTY CO., INC.
FULTON, ILL.

Editor of PRINTERS' INK:

It seems as though whenever a particularly knotty problem is encountered in sales or advertising, your service is usually solicited to untangle it. Could you give us any advice on our problem based either on your own personal experience, or the experience of some other company?

It is planned to make a test of the advertising outlined on the enclosed circular. This is for a daily newspaper campaign which is going to be instituted in an Iowa town first. It is on an article that heretofore has never been advertised.

We have developed a Dust Pan that is so deserving of being in every home that we intend to tell everyone we possibly can about it. The big question has arisen, is it a fair advertising test to place these pans in the stores of merchants on a consignment basis or should they be sold outright on bona fide orders? Our outlets, that we are sure of thus far, are hardware stores and the house furnishing departments of the larger department stores. We believe that these pans will also be sold wherever a broom can be purchased, which is in every grocery store and neighborhood store in the larger cities.

As the idea is new, it occurred to us that the little neighborhood store would not want to purchase these pans because we cannot say that they have sold successfully with this class of trade. The advertising should move the pans from the shelves of the little store but we cannot positively say that it will.

In the face of these facts could you and would you make a recommendation? Don't you think we should have at least 90 per cent coverage on these stores before going ahead with the campaign, which will be run over a period of about two weeks?

PATENT NOVELTY CO., INC.,
A. D. COWEN,
Advertising Manager.

THE person who said that all is fair in love or war might have added, "or when a manufacturer is getting distribution for a new product."

Consignment selling is legitimate merchandising. Ethically and legally, the practice is above censure, but from the standpoint of good business management, selling on consignment is regarded as a weak-kneed method and one that seldom operates satisfactorily. But when a manufacturer is trying to launch a new article, all rules cease functioning.

If we were in the position of the Patent Novelty Company we certainly would try out the con-

Publishers can now bid Good-bye to Credit Losses

Publishing a worthy magazine is a hard enough task in itself. Add to it the selling of advertising space, the building of circulation and newsstand distribution, and you have a really sizable job on your hands. Picture doing business with only one account in place of over 2,000. It's almost a glimpse of Utopia, but *this is real*.

Why worry over newsstand distribution, and after you've got it, worry over your collections and returns? You can get some one to do that for you. We don't mean *worry*, we do mean national independent newsstand distribution with every city, town, and village fully covered. We do mean prompt payments, one check each month (in full) in place of struggling to collect on over 2,000 separate invoices.

Write us. Get more data, references. Find out whether or not we can help you. Right now, we think we can.



EASTERN DISTRIBUTING CORPORATION

National Distributors of
Magazines

15 WEST 37th STREET
New York City
Wisconsin 2746-7

People always look at pictures

One reason why advertisers are using more lineage every month in the beautiful Rotogravure Section of The

San Francisco Chronicle

NATIONAL REPRESENTATIVES

Williams, Lawrence & Cresmer, 225 Fifth Ave., New York City; 360 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles, Cal.



Like A Tidal Wave

Prosperity is sweeping along the Mississippi Coast. Property values are increasing rapidly; almost daily, new projects and developments are announced. Millions of dollars are being spent on new hotels, homes, roads and other improvements.

The sixty-five mile strip of coast between Waveland and Pascagoula is fast becoming the real "Riviera of America."

Here is a lucrative field for National Advertisers. The buying power of the homes along the Mississippi Coast is greater than the average. The Daily Herald goes into 90% of these homes.

THE DAILY HERALD

Gulfport Mississippi Biloxi
GEO. W. WILKES' SONS, Publishers

signment idea in two or three towns, just to see how it would operate. We repeat now what we have so often said—the best merchandisers are always experimenting with new ideas. That is why they are constantly going ahead.—
[Ed. PRINTERS' INK.]

Join Ferry-Hanly Advertising Agency

H. C. Carter and R. C. Kollenborn have been added to the New York staff of the Ferry-Hanly Advertising Company. Mr. Carter was recently with Thresher Service, Inc., and, prior to that, had been with the Dorland Agency, Inc. Mr. Kollenborn was formerly with the Long-Bell Lumber Company, Kansas City, Mo.

L. S. Toman with "Automotive Daily News"

Leigh S. Toman has been appointed assistant advertising manager of *Automotive Daily News*, New York. He had been advertising manager of the Automobile Journal Publishing Company, Pawtucket, R. I., and at one time was business manager of the *Trotter and Pacer*, New York.

H. H. Church with Buffalo Agency

H. H. Church, who had been manager of the Buffalo office of the former Charles H. Fuller Company, advertising agency, has joined the staff of the E. P. Remington Advertising Agency, of that city.

Paint Account for Charles Advertising Service

A. L. Rice, Inc., Adams, N. Y., maker of "Powdrpaint," a cold water paint, has placed its advertising account with the Charles Advertising Service, New York. Farm and poultry journals and weekly newspapers will be used.

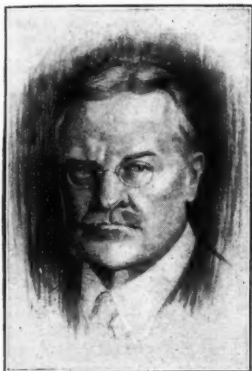
K. S. Kirkland Joins H. K. McCann

K. S. Kirkland, formerly with P. Centemeri & Company, has joined The H. K. McCann Company, New York, as an account executive. More recently he had been with The Erickson Company.

Illinois Publishers to Meet

The Illinois Press Association will hold its annual meeting from October 1 to 3, at the University of Illinois, Champaign. General meetings and sectional gatherings for the daily and weekly publishers are being arranged. The annual banquet will take place on the second night of the meeting.

Mr. Publisher,



meet

Mr.

Gilman!

"I WANT you two to get acquainted, because Mr. Gilman has a place in his big printing plant to handle another magazine in a way that will make the world look brighter for that magazine's owner.

"You know, of course, that Cleveland possesses peculiar advantages of location for a magazine or business paper, but you may not have known that in the A. S. Gilman Company it has one of the finest commercial printing plants in the country.

"You two had better talk this over."

THE A. S. GILMAN COMPANY

623 SAINT CLAIR AVENUE, N. E.

CLEVELAND, O.

WINDOW DISPLAY SERVICE FOR NATIONAL ADVERTISERS

Through the reliable NATIONAL ASSOCIATED WINDOW DISPLAY SERVICES, consisting of the following members:

- San Francisco, Calif., 1335 Clay St., Holden Display Co.
Bridgeport, Conn., 50 Fulton St., Fitzpatrick Display Co.
Kansas City, Mo., 5600 Charlotte St., Bowman Designing Co.
Cleveland, Ohio, 1768 E. Ninth St., Fadem Display Service.
Chicago, Ill., 553 W. Lake St., Fisher display Service.
Boston, Mass., 1296 Washington St., Universal Window Display Service.
Detroit, Michigan, 6259 Avery St., Best-Way Adv. System.
Milwaukee, Wis., 3200 Vliet St., Wisconsin Display Co.
Baltimore, Md., 219 No. Liberty St., General Sales Service Co.
New York City, N. Y., 141 Fifth Ave., Dis-Play-Well Window Service.
San Antonio, Tex., 212 Losoya St., Patrick Display Co.
Ft. Worth, Tex., Holmes Bldg., Cornelson Display Service.
St. Louis, Mo., 912 No. High St., Thornhill Display Service.
St. Paul, Minn., Park Square, Noyes Bros. & Cutler.
Indianapolis, Ind., 602 Lombard Bldg., Advertisers Display Service.

Hundreds of window display installation orders for leading national advertisers have been handled by our members who are functioning in forty leading cities.

Headquarters

**NATIONAL ASSOCIATED
WINDOW DISPLAY
SERVICES**

**602 Lombard Bldg.,
Indianapolis, Ind.**

Publishers to Compete for Seven Trophies

The afternoon of September 29 and 30, the dates of the National Publishers Association's convention, will be devoted to golf and tennis tournaments. There will be seven trophies awarded to winning score players. In the golf tournament these include the President's Cup, donated by the late H. M. Swetland; Curtis Cup, donated by P. S. Collins; Crowell Cup, donated by Crowell Publishing Company; McGraw-Hill Cup, donated by James M. McGraw, Sr. and the McCall Cup, donated by R. C. Wilson.

The winner of the tennis singles event will be awarded the Macfadden Cup, donated by Bernarr Macfadden, and the winners of the doubles event will receive the Pictorial Review Cups, donated by William P. Ahnelt. With the exception of the McCall Cup, all of the above cups are competed for annually.

The first business session of the meeting will be held on the morning of September 30, at which there will be a discussion of the postal situation. The second business session will be held on the evening of the same day.

Toilet Preparations Account for Michaels Agency

Produits Bertie, Paris, France, manufacturer of toilet preparations, has appointed the Harry C. Michaels Company, New York advertising agency, to direct its advertising in the United States.

Hutchinson & Company, New York, shirtmakers, have also appointed the Michaels agency to direct their advertising.

Magazines are being used for both accounts.

Harry C. Maley Joins Bellamy-Neff

Harry C. Maley, who formerly conducted an advertising agency under his own name at Chicago and who, more recently, has been with Collins-Kirk, Inc., advertising agency, of that city, has joined the Bellamy-Neff Company, Chicago advertising agency, as an executive.

Optometrists Appoint W. H. Besack Advertising Counsel

William H. Besack has been appointed advertising counsel of the American Optometric Association. Mr. Besack is president of the Besack-Sands Advertising Company, Kansas City, Mo.

George Haig Leaves California Growers

George Haig has resigned as advertising manager of the California Prune & Apricot Growers Association, San Jose, Calif. He had been advertising manager for the last two years.

ANNOUNCING
THE MENTOR
— in a *New Size*

IN order to still further increase the attractiveness and editorial value of THE MENTOR, it will be expanded from standard to flat size (same as The American Magazine) effective with the February, 1926 issue. ¶ The new size will give the reader more and larger illustrations and considerably more text. At the same time it will enable the editors to more effectively develop THE MENTOR idea, which is to promote appreciation of the finer, cultural things.

THE CROWELL PUBLISHING COMPANY
NEW YORK

New! Out Nov. 15th Stage and Screen

WESTERN UNION TELEGRAM

CLASS OF SERVICE DESIRED
MESSAGE
DAY LETTER
NIGHT MESSAGE
NIGHT LETTER

RECEIVED BY H. STEIN, NEW YORK

Send the following message, subject to the terms on back hereof, which are hereby agreed to:

SI NEWYORK NY SEPT 16 1925

STAGE AND SCREEN MAGAZINE
104 WEST 42ND STREET.
NEW YORK CITY.

THINK A THEATRICAL MAGAZINE WITH A VERY POPULAR SLANT
SHOULD GO LIKE WILDFIRE BEST WISHES

AL JOLSON
CITY, STREET, SEPT 16 1925

CONGRATULATIONS I UNDERSTAND THAT YOU ARE PUBLISHING A
THEATRICAL MAGAZINE BROAD ENOUGH TO INTEREST THE MOST
OCASSIONAL THEATRE GOER

EARL CARROLL

D. W. GRIFFITH
it is
out "Louie" the

FLORENZ ZIEGFELD

STAGE AND SCREEN MAGAZINE
104 WEST 42ND STREET,
NEW YORK CITY.

WISHING YOU SUCCESS FROM ONE WHOSE INTEREST IS THE
SCREEN AND ITS ART

The only magazine with a
broad popular appeal divid-
ing its interests equally be-
tween stage and screen.

For further particulars write—

Stage and Screen

104-108 West 42nd St.
New York City

Stanley Rauh

402 WEST 42ND ST. N.Y. CITY

Radio Broadcasters Discuss Conditions

Information for Advertisers Obtained at New York Meeting

IT is possible that radio reception will be in a somewhat chaotic condition by the end of this year. It may be increasingly difficult to get a particular station clearly over a radio set. This is what broadcasters see ahead for listeners-in.

Such an opinion was quite generally voiced by owners, operators and employees of broadcasting stations at a meeting held in New York last week. The meeting was open to anyone interested in the subject of broadcasting. It was attended chiefly by representatives of broadcasting stations and was held under the auspices of the National Association of Broadcasters, although it was not a meeting of that association. The association held its meeting on the succeeding day, to which only members were admitted. Representatives of the largest and most important stations in the country, namely General Electric, Radio Corporation and American Telephone & Telegraph Company, attended the open meeting.

The opinion that broadcasting conditions would be chaotic by the end of this year was advanced after a discussion of the subject of allocation of wave lengths to broadcasting stations. From the discussion, it would seem that the Department of Commerce is not invested with power to say who shall and who shall not operate a broadcasting station. Nor is the department vested with the power to deny an applicant the right to broadcast. And yet conditions have so far plainly shown that there is but a limited number of wave lengths which can be used if the matter coming from one broadcasting station is not to be permitted to interfere with that from another. In the face of this condition and because of the large number of applicants who desire to broadcast, the Department of

Commerce has naturally had to duplicate wave lengths. The fact that stations are selling time on the air to advertisers, thus engaging in broadcasting for profit, has further complicated the situation; for it is apparent that the Government cannot grant a profit-making franchise in perpetuity to a private corporation or to private individuals and deny the same privilege to other private citizens; some of whom may not ever have a desire to make a profit from broadcasting.

The broadcasters admitted that any discussion by themselves of the subject of wave allocation would be futile, since they had a selfish interest to advance in any determination of the problem; namely the preservation of their own right to broadcast.

Another subject of interest to advertisers discussed at this meeting was "Should Paid Advertising Transmitted from a Radio Station Be Labeled 'Advertising'?"

NOT TO BE LABELED

In other words, when an advertiser buys the services of a radio station to make a profit directly or indirectly for himself, should he tell the listening public that he is advertising to them? The general opinion was that it was wrong to use the word "advertising" in any way in connection with paid advertising. One broadcaster suggested to the meeting that the less said on this subject the better it would be for the broadcaster. The fact that newspaper and other publications were required by law plainly to label advertising matter as "advertising" was brought up. After some discussion it was decided that a resolution embodying the thoughts of the meeting on the subject should be drafted. Later in the day the meeting gave its approval to a resolution which stated that

LOGIC

?

Advertising typography is, after all, but part of the printing art. A complete printing establishment should be equipped to give such service.

We are.

!

**McGRAW-PHILLIPS
PRINTING COMPANY**
INCORPORATED

A Complete Printing Establishment

Tenth Avenue at 36th Street, New York

*We don't want an
Advertising Man—*

**We Want a
SALES Man—**

*A Capable Manager
of Salesmen*

A SUCCESSFUL company making one specialty of small price, wide distribution, nationally advertised, seeks a man with health, energy, imagination, to earn the Salesmanagership. It is a salaried job, and an unusual opportunity. He can come "in" as Sales Manager if he is equipped. "D" Box 109, care of Printers' Ink.

any announcement using the word "advertising" in connection with a paid program would be detrimental to the interests of the advertiser.

The argument upon which this conclusion was based can be stated thus:

Inasmuch as an advertiser buys time from a radio broadcasting station in order to gain the good-will of radio listeners, if such paid advertising is announced as "advertising," then the advertiser will get ill-will instead of good-will. The resolution further stated that broadcasters should oppose all attempts that seek to make broadcasting stations announce paid advertising as "advertising."

Associated Business Papers Entertain English Publisher

The executive committee of The Associated Business Papers, Inc., New York, gave a luncheon for Sir Ernest J. B. Benn at the Hotel Astor, New York, on September 15. Mr. Benn is president of Benn Brothers, Limited, London, publisher of a number of trade papers.

Experimenter Company Advances C. A. Brockaway

Charles A. Brockaway has been appointed advertising manager of the Experimenter Publishing Company, New York, publisher of *Radio News*, *Science & Invention*, *The Experimenter* and *Motor Camper & Tourist*. He has been a member of the advertising department.

H. C. Blake to Join Williams, Lawrence & Cresmer

Harry C. Blake, who has been with Frank Seaman, Inc., for the last eight years as a space buyer, will join the New York sales staff of Williams, Lawrence & Cresmer, Inc., publishers' representative. This change of position will become effective October 1.

New Advertising Business for Grand Rapids

The Byington Studios is the name of a new advertising art service which has been organized at Grand Rapids, Mich. The staff includes H. D. Byington, Lumen M. Winter, Karl Mickna and W. Berg.

J. C. Holme Leaves New York "Commercial"

John C. Holme has resigned from the New York *Commercial* to join the sales department of A. S. Skinner, Sarasota, Fla.

Organizing a Business to Give Advertising a Chance

(Continued from page 6)

straight lines in marketing methods, cannot be entirely compensated for by the best of advertising. When they are present, the advertising does not have anything like a fair chance to make good. When they slow up the wheels, the shut down that comes ought not to be laid at the door of advertising. The sooner the idea sinks in that advertising, instead of being a force that can make up for the lack of merit in the merchandise and the lack of brains in management, is no more nor less than a common-sense part in the distributing scheme, so much sooner will most of the talk of advertising failures disappear.

Let's get back to Marmon. Next year, Nordyke & Marmon will celebrate the seventy-fifth anniversary of their establishment as manufacturers of flour-milling machinery. The first Marmon automobile was built in 1902. This first car and the cars that followed it out of the Marmon plant, built up a reputation for consistently reliable and progressive engineering production and manufacturing skill. Not much attention was paid to turning out a smart looking job. The mechanical merit of the car itself was regarded by its makers as sufficient to sell it. That policy worked for a good many years but it did not deliver results when buying in all lines began to tighten up after the inflation of war times. In 1923, matters came to a head.

MORE AND BETTER CARS, AT LESS COST

"It was little less than two years ago," says one of the company's executives, "that we came to the crossroads. We had to make a definite choice. We could build an entirely new type of car, a car of lower quality to be turned out in much greater numbers and sold at a much lower price. Or, we could keep up our traditional

50,000 GERMANS IN ROCHESTER

The *Daily Abendpost* affords advertisers the opportunity of securing the desirable trade of these people.

There has been a large influx of Germans, Austrians and Swiss since Spring 1923.

The *Abendpost* carries the advertisements of nearly all the local merchants and many national advertisers.

It produces results because it goes directly into the homes where it is carefully read by people who have the money to buy.

ROCHESTER'S GERMAN DAILY
ABENDPOST
50,000 GERMANS IN ROCHESTER

L. Klebahn, 280 Madison Ave.,
New York City
National Advertising Representative

OFFSET GRAVURE



OUR plant is at the service of large users of a variety of printed matter

Booklets	Posters
Broadsides	Letters
Covers	Inserts

OFFSET GRAVURE CORPORATION

110 Seventh Avenue
Long Island City, New York

Are YOU This Man?

**Or Do You Know
of A Man who is
Looking for this
Opportunity?**

Somewhere in New York there is a man, who at present is possibly operating his own agency or advertising service and because of limited finances and organization is handicapped in the development of new business and is as a result checked in his own growth as well.

To such a man is offered a permanent connection in the New York office of a strong, well-financed National AAAA Agency with every facility for National service. Quoting our President: "The man I have in mind will make this the opportunity of a life-time. He will be a man of character and personality—an enthusiastic fellow anywhere from 28 to 35 who is able to fit right into our organization and successfully sell its services."

If you are this man, or if you know of the man who is looking for just this kind of a connection, please write in strictest confidence and let us arrange for an interview. Address "C," Box 108, Printers' Ink.

quality and reconstruct our selling methods. We decided at once that we must maintain our reputation for quality. Yet, to do this and to do business at a profit we knew that we would have to sell our cars for less money. We decided, too, that we must make the car more salable than in the past. That meant making it as fine in appearance as it was as a piece of engineering, and advertising it better.

"The process of making a product more salable starts with the plant, or at least that is where it should start. We examined our plant layout. We studied the sequence of manufacturing and assembling operations. Every item that we spent money for went under the microscope. We knew what our labor, material, shop overhead, administrative overhead and selling expenses were and we scanned every detail of these. Labor costs could be cut, it appeared. The costs of materials were all right and we didn't attempt to shave them. Shop and administrative overhead looked too high. Selling expense, we decided, was not out of line, so we let it alone."

No single phase of production has had more to do with making the Marmon cars more salable than that of speeding up inventory turnover and its consequent release of shackled capital for other uses. Far removed from the successful selling of a product as this may seem, it lies, nevertheless, right at the heart of the problem of getting selling prices down to the point where new markets can be tapped. "Dollars that are tied up in materials over a long period are parasite dollars," the Marmon management now believes. "They live off the efforts of dollars that work, and in time they strangle the productive dollars." A manufacturer usually feels that he is doing well to turn his inventory four times a year. At the Marmon plant, they turn it more than ten times. This is how that remarkable condition was brought about:

All raw materials used to come to the plant proper by way of the company's receiving room. Marmon's trucks brought them there

Now/Enamel Signs In Art Colors

NESCO makes them. Signs that provide in exact detail, a beautiful and permanent art-color reproduction of your product, trade mark or slogan. The most intricate designs and delicate colorings are faithfully reproduced in a permanent sign that attracts instant and favorable attention to your name and product.

Nesco has acquired the European process by which these signs are made and with our fifty years' experience in producing porcelain enamel can assure you signs of enduring quality *plus* a new beauty heretofore available only in Europe.

Nesco Art-Color Porcelain Enamel Signs can be supplied in any color combination, design or lettering, and in any size.

Write for information, or send photo or color reproduction of your sign or product for estimate. No obligation.

NATIONAL ENAMELING AND
STAMPING CO., Inc., Sign Division
413 Fifth Avenue New York City



Signs of Character

Have you ordered your copy of

**Crain's
Market Data Book
and Directory?**

1925-1926 Edition Now Ready!

The Indispensable
Advertiser's Reference Book

Marketing Facts!—Publication Data!

The basic facts regarding every trade industry and profession. Five hundred pages crammed with the information you need in planning your advertising and sales promotion work. Authoritative data—no guess work.

Every section contains a complete classified list of publications serving the field with rates, circulations and mechanical requirements.

The only published list of foreign business papers.

*Sent on approval—Price \$5.00
Order Now!*

G. D. Crain, Jr., Publisher

537 S. Dearborn St., Chicago

from freight depots or from cars switched to the company's sidings. They would rest there for a while and then move out into the plant bit by bit as various departments requisitioned them for use. An individual workman went through many operations to get the tools and materials that he needed and thought nothing of the time consumed. It took 160 clerks to keep stock records in various parts of the plant.

At headquarters, the decision was made to place all contracts for materials on a new basis. Instead of F. O. B. Indianapolis, the contracts read "alongside the machine" which was to use the material. It is possible to do much buying of materials from industries either in or close to Indianapolis, and in these cases the vendor's trucks do the delivering, further cutting down on Marmon's labor and trucking costs. It works out in this way. There is a wide aisle running the length of the factory at right angles to a parallel line of machines. In this aisle, the bulk of the company's inventory of raw materials is placed. This is Marmon's new stock shed. Everything is in plain sight where it can be checked easily, and instead of 160 clerks keeping tab on it there are now thirty. There is not room enough for much of it to accumulate, so that frequent deliveries are necessary. However, those deliveries are made by the vendor's trucks and Marmon gets along with only fourteen trucks of its own as compared with thirty-eight in the old days.

What Marmon did here was no more nor less than to put into effect a policy of industrial hand-to-mouth buying as one obvious road to cutting costs and turning inventory. The change in tactics released large amounts of capital for other uses and cut deeply into overhead expense. And the receiving warehouse, formerly piled with crates, boxes, forgings and what-not now looks as busy as a school-house in mid-August. "Marmon used to inventory as much as \$4,500,000 in raw materials most of the time," the

EXECUTIVE AVAILABLE

A young man with unusual business training, now Assistant - to-the-President of a large corporation seeks a new connection.

12 years' practical experience in the Magazine field has brought him in constant contact with the many phases of the industry; in addition, fitting him for greater responsibilities.

He is known as a "Straight Shooter," has an analytical mind, capable of visualizing Facts and Figures. He can successfully put in operation and enforce diplomatically a Budget Control System.

His aim is an opportunity to prove his ability and produce results required as a Comptroller, Business Manager, or Assistant to the head of a Corporation.

He is now earning \$7500.00 a year but is positive with the right opportunity he can prove his services worth double the amount in any industry.

Address "B," Box 107, Printers' Ink.

Advertis- ing Men and Printers

EXCLUSIVE RIGHTS are now being granted for a new weekly program, printed in rotogravure, for motion picture theatres. The program contains either eight or twelve pages, well edited and profusely illustrated. Three cover pages are blank and additional pages may be added. Theatre announcements and advertisements are printed locally, providing the theatre with an interesting house-organ, advertisers with an excellent medium and the printer or advertising man a good weekly profit through the sale of local advertising.

*Specimen Copies and Details
Upon Application*

*Responsible Men May Secure
Territory Without Cost*

Gravure Publications
33 West 60th St., New York

This Man

*Writes the Kind of Copy
That Gets and Holds Ac-
counts*

He understands that advertising is selling. Therefore his copy sells. And selling copy is the kind that gets and holds accounts.

This man seeks a change—for a logical reason. To his new associates he will bring knowledge, experience and an ability to produce results. The kind that will make you say "he has arrived."

Compensation? That can be settled quickly if you need a man who can write resultful advertising.

For an interview address "O,"
Box 259, care of Printers' Ink, 230
South Clark St., Chicago, Ill.

company says. "Now, it regularly gets along on an inventory of less than \$700,000 and an inventory of raw material can be taken in a single Saturday afternoon."

GROUP METHOD OF EMPLOYMENT

One other matter closely tied up to production but relating also to what the sales and advertising departments can accomplish must be mentioned. That is the compensation method used. Marmon has scrapped and discarded the old practice of paying workmen by the hour. It pays them now for what they do and do right. The plant is divided into eighteen groups. Each group produces a complete section of the finished automobile. Unless a group turns out a perfect job it does not draw any pay. The result? Team work. Every man is an inspector. Poor workmen do not last long, for the simple reason that a whole group is bound to suffer when any careless or otherwise inefficient individual botches his part. The group receives a fixed amount for building an engine that will run or a steering gear that will work perfectly. It knows how many complete jobs it must turn out daily. When the number has been produced the group is through for the day. This plan has cut out stalling, loafing and a hundred and one other delays. Under the old method of paying a man so much per hour, it took 5,800 men to build 500 cars a month. Nowadays, the company finds that less than 1,300 men can turn out the same number of cars and do a better job. And the workmen are strong for the new plan.

"Marmon always had a good plant, but it was not good enough until we revamped it to let us build cars up to our established quality level and still cut \$1,000 off the old selling price," one of the highest executives of the company says. "Under the new arrangement, we have been able to put a million dollars more into raw material during the last year than we did formerly. At the same time we have lowered our selling prices to the point where

our markets are wider and our salesmen and advertising have a chance to make good in the face of the stiffest competition the business has ever known. We have done away with 70 per cent of our old overhead and put parasite capital to work, but while we have done this we have also succeeded in turning out a better, a more attractive and a more salable car. Our advertising is now on a consistent basis and is reaching dealers and the public better than ever before. Given a real chance to make good, it is helping salesmen to sell more cars and is thereby keeping the selling cost down where it belongs."

In the Marmon sales and advertising departments, today, there is steady searching for new ways of using words and pictures to out-think competitors and stir up buying interests. There is, at the same time, a general recognition, from the top down, that few, if any, products today will survive if they are left to sell themselves. Advertising has become the front yard of the business. Although it is only a part, it is a most vital and certainly the most visible part.

ADVERTISING AIMS TO ACCOMPLISH MANY THINGS

Some manufacturers, more than a scattered few, cannot wait long enough to take advertising aim. They hustle to load up; let go with a bang and then wonder why they miss their targets. Marmon advertising is being pointed carefully to hit certain definite fields of prospects and to influence certain other fields which are outside of the prospect classes. Here, roughly, is what this seventy-five year old company is aiming at advertisingly:

1. The man or woman who is on the point of buying a car in the Marmon price class.
2. Present owners. The purpose is to keep them sold on their cars and to put into their mouths talking points which will enable them to do missionary work as well as discuss their own cars more intelligently.
3. To reach the man who is committed to another car in a



Makers of fine things
[silks, furniture, motor
cars, radio, &c., &c.]
whose market is *selective*, send for booklet,
Selective Advertising.



CURRIER & HARFORD L^{td}
Selective Advertising
27 East 31 New York Cal 6076

Copy Man Wanted

by responsible Advertising Agency. Applicant should be a first-class copy man with several years' agency experience. He should have selling sense and be able to dig into a proposition to find the worth-while sales points. He should be a man who takes a real pride in doing a good job.

State experience fully and all details regarding yourself, including present salary, in your first letter.

Address "T," Box 111,
care of Printers' Ink.

GOODWILL OF MERCHANT IS NEEDED BY THE BIGGEST ADVERTISER

IT is comparatively easy to get a product onto the retailer's shelf—it is a much more difficult operation to get it off.

To the manufacturer of a private brand, it means much if the dealer automatically thinks of and recommends *his* brand, when a product is called for under its *general* term.

The average dealer would be very glad to exert a little *extra effort* to advance the sale of a particular product, if a little *extra reward* were forthcoming. A favorable word from him goes a long way.

Send for our booklet—"How to Make Salesmen Out of Order-Takers." Please state nature of business.

THE PREMIUM SERVICE CO., Inc.
199 Franklin Street New York

EVENING HERALD

The Largest Daily Circulation in the Entire West!

Sworn statement to the government shows:

Six months ending March 31, 1925

177,298

—a gain of 3,749 over the same period of last year!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Meloney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Est. 1873

A. B. C.

American Lumberman

CHICAGO, ILL.

112 to 138 pages per issue.

52 times a year.

lower price class but whose judgment is respected by others with whom he comes in contact.

4. To sell the Marmon organization more solidly.

5. To influence the opinions of garage employees, gas station men, chauffeurs etc., who can damn or praise a car.

6. To reach the bankers of the country whose judgment is invariably respected by dealers and car prospects.

7. To influence the man or woman not in the market for a Marmon in whom it is possible to create the desire for one.

8. To influence dealers for all makes of automobiles.

9. To influence the feminine population, for the reason that the woman's influence in every automobile sale is important.

10. To mould the opinion of young people, the next generation of buyers who can be convinced now and sold tomorrow.

11. To reach the great mass of Americans who can't afford a Marmon now and who probably never will be able to buy one, but whose opinions in the aggregate affect a manufacturer's success.

Many dealers can never understand why it is that an advertiser uses this or that publication unless the publication in question happens to be one that they read or like. Marmon is showing the definite purpose that each medium on its list has. That is, it is pointing out just who is being reached by each medium. It is something like an elementary lesson in space buying. One periodical, the dealer is told, is used as a nation-wide display for sweeping publicity. Another hits a slice of the public which has an interest in, and the means to, travel. Others go into the field of readers of good fiction. Still another reaches wealthy suburbanites. The dealer gets a new slant on coverage and on what is being done to help him when such matters are explained. And just at the moment that he begins to grasp

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

what the manufacturer is doing to help him sell, the advertising has a new chance to succeed.

"The many ways in which shop management and production policies affect sales and advertising success are not as often appreciated and as highly regarded as they need to be," says one of the Marmon executives. "Too often, advertising is asked to do more than it can do. We all recognize, as a matter of course, that the product can't go far unless it is right. We recognize generally that besides being right it must have style, appearance and attractiveness built into it wherever possible. But how often do advertisers ignore the fact that all chances to earn satisfactory profits are thrown to the winds so long as there are wastes and needless expenses in the factory? Without organizing a business to cut out these wastes, it is folly to talk about salability and advertising success, for the reason that the product will not possess the basic essential of salability and advertising success, namely, value.

"Quality, terms, deliveries and prices are all factors which influence what a product will do, once it is on the market, and they exercise their influence just as surely as do salesmanship and advertising. We feel that we have always had a product of fine quality. It has always been on a par with its competitors, mechanically. But it did not always measure up in appearance. Its price was not where it should have been. Consequently, it was not easy to sell. What chance did advertising have to force it into the success column? None whatever. Now we have bettered our product. We have improved its appearance. We have lowered the selling price to the point where it has widened our market. Our advertising now has a real chance to make good, and it is doing just that."

J. L. Tallman Joins Blackman Agency

John L. Tallman, formerly with the Syracuse, N. Y., *Herald*, has joined the staff of The Blackman Company, New York.

Space Buyer Wanted

By Eastern Agency

Must be thoroughly experienced. State fully experience and how soon available. Salary will be made satisfactory to right man.

Address "U," Box 112, care of Printers' Ink.

Sales Manager

Specialized 13 years Food Company, 16 years actual sales experience, last five directing sales. At present employed. 35 years old. Married.

Address "W.," Box 114, care of Printers' Ink.

To Some Sales Organization

this man offers an unusual combination of experience, training and ability. In a leading national sales organization he has developed plans for securing, training and supervising salesmen. He has carried out market analyses and researches as a basis of quotas and salesmen's compensation. He has prepared manuals, portfolios and direct advertising material. In a large advertising agency he has written copy on a number of national accounts. Pleasing personality, alert mind and sound commonsense. Age 35; Protestant; married.

Address "J," Box 255, Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVS COMPTON, Manager.

Atlanta Office: 704 Walton Building, Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line. Minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

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Thomas F. Walsh

James H. Collins, Special Contributor
A. H. Deute, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, SEPTEMBER 24, 1925

Stettinius— Lord Northcliffe once said that
"A 6 Per Edward R. Stettinius, the J. P.
Cent Man" Morgan & Company partner who died a short time ago, was "easily the ablest business organizer in the ranks of the Allies or their enemies."

It is worth recording that Mr. Stettinius came up from the selling side of the business. He puttered around so long after leaving college that his friends thought he would become a ne'er-do-well. Finally he got a job selling boilers and showed such aptitude in this activity that it was not long before he became general manager of the business. Afterward, he

became vice-president of the Babcock & Wilcox Company.

When the war broke out Mr. Stettinius was president of the Diamond Match Company. J. P. Morgan & Company were made purchasing agent in this country for the Allies. The banking house then picked Stettinius as the one man best able to organize the gigantic buying task that faced it. The record that the new Morgan partner achieved in this task is known all over the world.

Mr. Stettinius was what bankers call "a 6 per cent man." This term is one of the highest compliments a banker can pay an executive. By it is meant a man who can take any business and manage it year in and year out so that its stockholders will always get at least the going rate of interest on their investment.

Strange as it may seem, there are comparatively few executives who have this ability. Almost any executive can make a good showing when times are booming. But it takes real executive genius to bring a business through every year with the customary profit, no matter how adverse conditions are. It is easy to make money on a rising market. It requires merchandising skill to show a profit when values are tumbling.

The Farmer's Mortgage and the Advertiser

A news article which appears elsewhere in this issue concerning a new advertising step that will shortly be taken by the Federal Land Banks calls to mind the fact that this fairly new addition to our banking system has in it great value for advertisers of the country.

These banks are freeing the farmers of the country from anxiety over that old stage property, "the mortgage." They have taken him out of the hands of loan sharks who plastered him with exorbitant interest rates. Today, the farmer can raise money on a mortgage at an interest rate not exceeding 5½ per cent and he can take thirty-four and one-half years paying it back on

an amortization plan—that is, by paying off a small amount of the principal every year. For example, a borrowing farmer takes out a Federal Farm Loan for \$1,000 at 5½ per cent interest. He agrees to pay \$65 a year for thirty-four and one-half years. The first year about \$10 is applied on the principal and \$55 pays the interest at the regular rate. Each year, thereafter, a larger amount is applied on the principal and the interest due becomes correspondingly less. The entire loan is liquidated in this way within the period agreed upon by the farmer and the district Federal Land Bank.

Certainly, there is no hardship here for the farmer who needs money to finance himself. Certainly, this plan relieves him of anxiety. Certainly, this plan enables him to provide his family with many creature comforts that would otherwise be denied them.

How does he use this money? This is one point which interests advertisers. There are, of course, restrictions as to how he may spend. The Federal Loan Board, speaking on this point, says: "He may quite properly use a portion of his Federal Farm loan money in providing running water, bathroom, heating equipment and similar improvements so urgently needed in most farm homes. Such improvements are investments which increase the selling value of the farm and promote the health, comfort and happiness of the farm family."

The Federal Loan Board has given some thought to a study of the benefits that the operation of this plan have brought to business. "The farmer and his family become better customers for manufactured goods," it asserts. "The local dealer, the wholesaler and the manufacturer all enjoy increased business. This in turn permits them to employ more help and pay better wages. Thus the entire country enjoys a greater and more stable prosperity because the farmer is adequately financed."

In other words, proper financing of agriculture is not only making

the farm market a more prosperous market for manufacturers, but it also is stabilizing that market, thus helping to make the farmer a customer who has cash in his hands the four seasons of the year.

When Pub- Few industries
licity Defeats advertise so
Advertising liberally or de-
pend so greatly
on advertising for success as the automotive industry. Few industries, on the other hand, send out quite such a volume of so-called publicity for the consumption of newspapers. Today, one of the biggest obstacles to the success of automobile advertising is this never-ending flood of poorly conceived publicity.

Writing in a recent issue of *Automotive Industries*, the automobile editor of a California newspaper describes some of the publicity that is sent him for his use. This ranges all the way from accounts of baseball games played by factory employees at the main plant of a Middle Western automobile company to fulsome praises of a new model sent out as statements by the president of the company. "I don't believe any automobile manufacturer, no matter how egotistical he is, would get up in public and make such extravagant claims for his car," adds the writer.

He goes on to point out that the automobile editor is, or should be, interested only in real news of the industry and that real news is not material that rightfully belongs in advertisements. He goes still further in showing that a great deal of the material that is sent to him as news is of such an extravagant character that no self-respecting advertising man would think of publishing it in paid space.

Unfortunately for the automotive industry as a whole a great deal of this puffery and flummery does get published. Fortunately, a great deal of it doesn't get read since the automobile prospect, saddened by experience, knows pretty well what to read and what

not to read. The proud publicity man who shows his boss a sheet of figures which demonstrate that a particularly juicy bit of publicity has been published in a long list of newspapers makes a mistake if he thinks that the circulation of those newspapers represents anywhere near as true a gauge of the number of prospects who have read the publicity as it would represent the number who read a well-written advertisement placed in the same newspapers.

Automobile owners are learning more and more that they must depend upon automobile advertising for their real news of the industry. The fog of publicity that is thrown up not only does not back up the advertising, it also defeats the real purpose of the advertising by shaking the prospect's faith in the value of the statements made in the advertising.

That the blame is not entirely on the shoulders of the industry is pointed out by an editorial in the same issue of *Automotive Industries*. This describes the plan of an automobile manufacturer who, when he brought out a new model, sent out not a word of publicity but asked the automobile editors to view the car and write their own stories. A majority of these editors refused to go to the trouble of writing these articles, asking the company to send in such stuff as it wanted printed.

Here is a situation that both the advertiser and the vendor of advertising space must face. Sooner or later they are going to realize the truly damaging effect of cheap publicity. The time to take corrective steps is today, before the consumer's faith has been so badly shattered that all the king's horses and all the king's men will be unequal to the necessary repair job for the advertiser.

Making Star Salesmen Follow Through There is something in the nature of a star salesman which often cuts down his value to the firm which pays him. Trained in the arts of rough-and-tumble selling, knowing how

to marshal his arguments and selling suggestions, he is far from enthused when a diplomatic mission is put up to him. He would like to do the selling and let someone else settle the disputes and misunderstandings which so often follow a hard sale. It is difficult for many such men to see that it is even more important to clear up a serious misunderstanding with an important customer than it is to secure an order from a new prospect.

It has sometimes been the custom to send special trouble fixers out into the territory so that the star could continue to spend all his time and energy in selling and not be bothered with the details of straightening out a policy tangle. Many sales managers who formerly had "trouble men" advise us that they have recently discontinued the plan. The star salesman was inclined to take it as a matter of course if a serious misunderstanding was cleared up, and to blame it on the other man if it led to further embarrassing complications.

These sales managers now insist that no star salesman is too important to handle in person any disagreeable complication which may arise in his territory, whether it was due to his own acts or was caused by someone in the home office who carried out the company policy.

If the salesman is working along the right lines he must have confidence in the good sense and sincerity of the officials who conduct the company's business. It is up to him to carry out to the best of his ability the policies decided upon by these officials. So far as his own territory is concerned, he represents there the company policy. In the retailer's store he is the company, the guardian of its good-will, the interpreter of its spirit. He should be the first to insist that he be allowed to explain and interpret company policy to any customer who has a kick against it. Carrying out a policy is as much the star salesman's task as making new sales.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
Johns-Manville Incorporated
Western Electric Co.
American Chiclet Company
The T. A. Snider Preserve Co.
Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

161 of a series showing effective coverage of national advertisers

C. BRANDES, Inc.
Radio MATCHED TONE Headsets
TRADE MARK REG. U.S. PAT. OFF.

[Expenditures in 1924]

Newspaper Advertising
\$100,000*

Magazine Advertising
\$83,600**

Farm Paper Advertising
\$10,812***

C. Brandes, Inc. individuals who are
 readers of *Printers' Ink* and
Printers' Ink Monthly.

NAME	TITLE	WEEKLY	MONTHLY
FREDERICK DIETRICH	<i>President</i>	Yes	Yes
M. C. RYPINSKI	<i>Vice-President</i>	"	"
L. W. STAUNTON	<i>Advertising Manager</i>	"	"
STEPHEN BOURNE	<i>Executive Assistant</i>	"	"
L. L. WICHELS	<i>Advertising Department</i>	"	"

*Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

**Compiled by the Crowell Publishing Company.

***Compiled by Agricultural Publishers Association.

\$18,000,000 invested in radio advertising last year

David Sarnoff, Vice-president and General Manager of the Radio Corporation of America, estimates that the advertising expenditures of the radio industry for 1924 were \$18,000,000. "The radio industry as an advertiser," Mr. Sarnoff said, "has taken rank with some of the country's oldest industries. About \$18,000,000 was invested during 1924 in advertising radio paraphernalia."

Over 250 advertisers of radio sets and equipment are now covered with one or more subscriptions to the PRINTERS' INK Publications. And every one of them is an actual user of advertising space and service.

The PRINTERS' INK coverage of the radio industry, a comparatively new field, is just another example of the coverage of all industries that constitute the most important sources of national advertising.

Printers' Ink Publications

185 Madison Avenue, New York

Advertising Club News

Many Annual Meetings Scheduled for Fall

Conventions of eighteen organizations of advertising interests will be held in the East and Middle West during the next five weeks. The meeting of the Advertising Specialty Association, which began in Chicago on September 21 will continue until September 24. A report on the meeting of The International Association of Electrotypers, which was held in Chicago last week, appears elsewhere in this issue.

Forthcoming conventions to be held in September include:

National Better Business Commission, Indianapolis, September 22 to 25 (program appeared in September 10 issue) and National Publishers Association, Shawnee-on-Delaware, Pa., September 29 and 30.

The dates of the October conventions are given in the following: 2 and 3, Advertising Club Executives, Indianapolis; 5 and 6, National Advertising Commission, St. Louis; 6 to 8, Window Display Advertising Association, Chicago (program appeared in September 3 issue).

In addition on October 7 and 8 the American Association of Advertising Agencies will hold its annual convention at New York; 12 and 13, New England District of the Associated Clubs, Springfield, Mass., (program appeared last week); 13 to 15, Associated Business Papers, Inc., Chicago; 14 to 16, Financial Advertisers Association, Columbus, Ohio; 19 to 21, National Industrial Advertisers Association, Atlantic City; 26 to 28, Insurance Advertising Conference, Boston; 28 to 30, Direct Mail Advertising Association Boston; 26 to 28, Poster Advertising Association, Kansas City, Mo.

The Audit Bureau of Circulations will meet at Chicago on October 15 and 16 and, during the same week, there will be meetings of the Agricultural Publishers Association and the Association of Newspaper Advertising Executives.

The Association of National Advertisers will meet at Washington from November 16 to 18 and the Seventh District of the Associated Clubs will meet at Oklahoma City from November 22 to 24. * * *

Homer Gill, President, Sioux City Club

Homer Gill has been elected president of the Sioux City, Iowa, Advertising Club, succeeding R. D. Friend, resigned. R. M. Harben was elected vice-president and Horace Wulf and Mr. Friend were made directors. * * *

H. W. Stanley, Chairman of Dallas Speakers Division

H. W. Stanley has been appointed chairman of the speakers division of the Dallas, Tex., Advertising League. He is with The Lumberman's Reciprocal Association.

Seventh District Convention Chairmen Appointed

Edward F. McKay, secretary of the Oklahoma Utilities Association, has been appointed general chairman of the committee preparing for the convention of the Seventh District of the Associated Advertising Clubs of the World. This convention will be held at Oklahoma City, from November 22 to 24.

The following committee chairmen have been appointed: Program, Edgar T. Bell, business manager, Oklahoma Publishing Company; arrangements, W. S. Herwig, Herwig Letter Shop; publicity, Roy Evans, Buick Motor Company and finance, H. E. Dreier, advertising manager, the Oklahoma Publishing Company. * * *

New York Bureau Helps Aus- tralia Combat Swindlers

The Better Business Bureau of New York is assisting in a campaign to protect the Australian public against sellers of questionable securities, who have migrated there from the United States. In Sydney, Australia, a group of reputable investment dealers, with the New York Bureau's help, are issuing advertising and printed matter containing descriptions of various schemes by which investors in the United States have already been defrauded. * * *

L. C. Nagley, Secretary- Manager, Indianapolis Club

Lester C. Nagley has been appointed secretary-manager of the Advertising Club of Indianapolis to succeed Edward W. Hunter, who, as previously reported, has joined the executive staff of the Associated Clubs. Mr. Nagley was recently with the Indianapolis *Star* and, prior to that, had been with the *Times*, also of Indianapolis. * * *

R. E. Wright Heads Milwaukee Club

At the first fall meeting of the Milwaukee Advertising Club, R. E. Wright, of the First Wisconsin National Bank, was elected president, succeeding C. C. Younggreen. I. C. Buntman, Milwaukee *Herold*, was elected vice-president; William Dittman, secretary, and John Brown, S. E. Tate Printing Company, treasurer. * * *

Los Angeles Club Appoints A. M. Loomis

The Advertising Club of Los Angeles has appointed Arthur M. Loomis, of Loomis, Dow & Company, chairman of a committee to arrange for attendance at the Philadelphia convention of the Associated Advertising Clubs of the World.

Program for Club Officers Conference

The second annual Club Officers Conference of the Associated Advertising Clubs of the World will be held at Indianapolis on October 2 and 3. Norman M. Parrott, secretary of the Advertising Club of Baltimore, will be chairman. The program follows:

October 2—Message from C. K. Woodbridge, president, Associated Advertising Clubs of the World; "A Well Rounded and Prize Winning Club," W. P. Strandborg, Portland, Ore.; "Defining the Functions and Purposes of an Advertising Club," Clifton D. Jackson, Advertising Club of New York; "Charting the Activities of an Advertising Club," Earle Pearson, general manager, Associated Advertising Clubs; "The Weekly Program," Byron W. Orr, secretary, Advertising Club of Louisville; "How May the Speakers Bureau Be Used to Better Advantage?" K. A. Rapp, secretary, Advertising and Selling Club of Peoria.

October 3—"Departmentalizing the Work of a Local Advertising Club," Robert A. Warfel, newly appointed executive secretary, National Advertising Commission; "Methods of Financing Clubs with Special Attention to a Budget System," Edward W. Hunter, director, Department of Club Service, Associated Advertising Clubs; "How an Advertising Club Benefits Advertising Women," Miss Marie Ryan, secretary, Women's Advertising Club of Detroit; "How We Conduct an Advertising School," W. G. Randall, executive secretary, Advertising Club of Kansas City; "How the Adcraft Club of Detroit Co-operates with the City College in Its Advertising Courses," Gordon W. Kingsbury, executive secretary, Adcraft Club of Detroit; "Where Should an Advertising Club Draw the Line in Participating in Community Projects?," Ralph L. Sisson, program chairman, Advertising Club of Toledo, and "Promoting Attendance at International Advertising Conventions," Theodore R. Gerlach, Joliet, Ill., general chairman, On-to-Philadelphia committee.

* * *

Chicago Advertising Women Start Fall Season

Mrs. Caroline Trowbridge Lewis, advertising manager for H. R. Mallinson & Company, silks, New York, addressed the opening fall dinner meeting of the Woman's Advertising Club of Chicago, which was held last week. Her subject, "Advertising Responsibilities Assumed by Women in World Progress," was one which Mrs. Lewis discussed before the convention at Houston of the Associated Clubs.

* * *

Malcolm Muir Again Heads Reforestation Work

Malcolm Muir, of the McGraw-Hill Company, New York, has been reappointed chairman of the committee on reforestation of the Associated Advertising Clubs of the World.

R. P. Clayberger Heads Advertising Golfers

R. P. Clayberger, treasurer of Calkins & Holden, Inc., New York, was elected president of the Metropolitan Advertising Golf Association at a meeting which followed the final tournament of the year at the Briarcliff Country Club, Briarcliff, N. Y., on September 15. Mr. Clayberger had been vice-president and succeeds H. B. Fenn, of *The American Architect*, who presided over the meeting.

Walter Jenkins, of the Gannett Publishing Company, formerly treasurer, is now vice-president and R. B. Stewart, of *McCall's Magazine* who had been secretary, is treasurer. L. D. Fernald, of the Condé Nast Publications, was elected secretary.

About ninety members took part in the tournament which was divided into twenty-one flights. J. N. McDonald won the morning gross prize with an eighty-one and was tied with C. T. Sweeney in the afternoon with an eighty-four. The low net prize went to R. B. Bowen in the morning and to C. S. Hemmingway in the afternoon.

Mrs. William S. Bird was in charge of a women's golf tournament. Mrs. Frank W. Harwood had charge of a women's bridge tournament.

* * *

National Commission Appoints Robert Warfel

Robert Warfel will become executive secretary of the National Advertising Commission of the Associated Advertising Clubs of the World on October 1. He is publicity manager of the Chamber of Commerce of Columbus, Ohio, a member of the National Commission from the American Community Advertising Association and secretary of the Advertising Club of Columbus. His headquarters will be at New York. He will deal primarily with the departmental sessions at the annual conventions of the Associated Clubs.

* * *

Boston Representatives Hold Tournament

The Lantern Club of Boston, an organization of advertising representatives, held its annual fall golf tournament on September 15 at the Sharon Country Club, Sharon, Mass. Prizes were awarded to the following: First, Richard S. Nelson; second, George Whitney Jones; third, Edward Malloy, and fourth, Metz B. Hayes.

* * *

Arthur Brisbane to Address New York Club

Arthur Brisbane, of the Hearst Publications, will speak at the Advertising Club of New York on September 25. His subject will be "Advertising Copy as the Publisher Views It."

The Little Schoolmaster's Classroom

AT the radio show in New York last week the Schoolmaster spotted a former advertising agency man, James Sims, behind the rail of an exhibit of the Marvodyne radio sets.

"I'm a manufacturer's agent, now," said Sims to the Schoolmaster, "selling Marvodyne sets. Let me tell you about the new job some time."

"Where's your office?" asked the Schoolmaster.

"It's going to be anywhere in the United States in a new steel-gray Packard." He thought some further explanation was necessary, and leaned over to finish his story.

"An office and a stenographer would cost me about \$5,000 a year. I would probably sit in it and use it more than I should. And I'd justify that use by feeling that I was getting some return for the cost of it, but I'd be missing a lot of calls, and calls get the business. So here's what I am going to do; I am going to put the money into a Packard. I've got to use it, in order to get a return for the money I spend on it. By using it, I will make more calls than I would if I had an office. And what's more, think of the impression that I'll make when I drive up to a store in a good-looking expensive car!"

This story, as Mr. Sims told it, holds interest for manufacturers who want to get more sales out of their factory representatives. It also holds interest for motor-car manufacturers, especially for makers of high-price cars. To them it should suggest a sales outlet worth exploring.

* * *

This is not the only bit of interesting information that the Schoolmaster picked up at the radio exposition. By talking to the men and women stationed at many of the exhibits concerning the class of people who come to trade expositions, the Schoolmaster learned that such shows

have become the happy selling ground of correspondence schools and book salesmen.

The first exhibitor who opened the Schoolmaster's eyes to this fact said: "Did you notice that elderly woman who was just here? She seemed to be really interested in our set. I gave her information about it and she seemed to be very eager to hear all I could say. When I finished my story she started in with hers. She had a real selling talk to give on a set of educational books on art. We get a lot of those people in the course of a day."

The Schoolmaster checked on this story with other exhibitors and found that they felt there were almost as many sellers of services such as correspondence school courses, books and other methods of self-improvement as there were sellers of the radio products being exhibited. Of course, there wasn't any such number. After three or four salesmen had talked on correspondence schools or books to an exhibitor, he probably came to think that there was an army of them.

These salesmen of information and books doubtless reason that any type of exhibition should be a good sales outlet, since the people who attend them are in search of self-improvement or information. Such reasoning seems logical. And if logic enters into the job of ferreting out a good market, expositions should be a good market for those who sell self-improvement and information.

* * *

Into the Schoolmaster's office recently happened a salesman who has been selling a certain product for almost thirty years. His company has recently been taken over by a competitor and the salesman, along with a great many other employees, has been almost literally tossed into the street.

We are living in an era of mergers, as any student of the

O U T L O O K S



WHEN WE VISIT OUR CLIENTS THE Worcester Salt Company, we can see from their East windows the Municipal Building surmounted by a statue of Civic Pride. Civic pride and state pride are leading many communities to investigate Worcester Iodized Salt as a preventive of goiter.

The definite and favorable health results accomplished by restoring the necessary trace of iodine to the diet is one of the astonishing feats of modern science. It has been a great pleasure to make the facts known through newspaper advertising to the populations of many large cities.

CHURCHILL-HALL

INCORPORATED

H.B. LE QUATTE, *President*

50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

ADVERTISE

In 14 Largest Dailies
for \$15.50

Classified ad not to exceed four lines, or one inch display in 163 weeklies. Estimated readers 9,500,000. Cash with order.

Schlagel Advertising Agency
P. O. Box 507, Denver, Colo.

EXECUTIVE RELIEF

Constructive thinker, successful director of men, able correspondent and master of detail desires change.

12 years in big business, selling, advertising and financing (6 years as executive). Now Director of Merchandising—organization selling drug and grocery trade.

Age 33—married.

May I present further details?

Address "A," Box 106, Printers' Ink.

FOR RESULTS

Use Wisconsin's Monthly
Farm Magazine

THE AGRICULTOR

406 Broadway Milwaukee, Wis.

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
630 W. Jackson Blvd., Chicago



Howell Cuts

for houseowners
direct mail and
other advertising

Charles E. Howell • Fifth Building • New York

Save
25¢
for trial box

A TWIST AND IT'S OUT!

TwistOut

THUMB TACKS

Good-bye, old-type thumb-tacks. This slot-head, self-lifting tack lasts a lifetime. Packed 1 doz. to box and 2 doz. on blocks of 6. Dealers or direct.

Cushman & Denison Mfg. Co.
Distributed by Atlas Stationery Corporation
57 Duane Street, N. Y.



financial pages realizes. What a great many manufacturers do not realize is that when they buy another company, they have a definite duty toward the employees of that company. To dismiss these employees is not only poor business, it is poor ethics.

If the Schoolmaster is ever asked to preach a sermon, his first impulse will be to refuse with thanks. But if he is forced to carry out the contract, his sermon will be "On the Duty of the Industrialist" and his chief emphasis will be on the duty of the manufacturer to the employees of a company he has just purchased and merged with his own.

Today the Schoolmaster knows a good salesman who is looking for a job. To be sure, this salesman doesn't need to work. He has a competency and can afford to retire, but he wants to work. He is not vindictive in spirit but in his search for a position he is telling his story. That story, told widely enough (and remember that this salesman is only one of thirty men in a similar position), will reflect unfavorably on the company that has bought the salesman's old factory.

No, firing frequently isn't good business, to say nothing of the ethics involved. And when it comes to firing the employees of a company you have just purchased, both ethical and business policies dictate a course far different from that taken by the manufacturer who has furnished a text for this little homily.

* * *

It is being demonstrated every day that manufacturers must look to novelties to strengthen their lines. They must yield to the public's desire for unique and original things.

In numerous instances which we might mention, the new product, or the old product served up in a new way, has saved the institution from dry rot and has made its advertising successful.

America is restless. There is a quest for that which was never seen before. Let any new idea in merchandise come into the

—A book that is "Comprehensive without being dull; optimistic without glorifying advertising"—

FREDERICK C. KENDALL, Editor, Advertising & Selling Fortnightly

practical

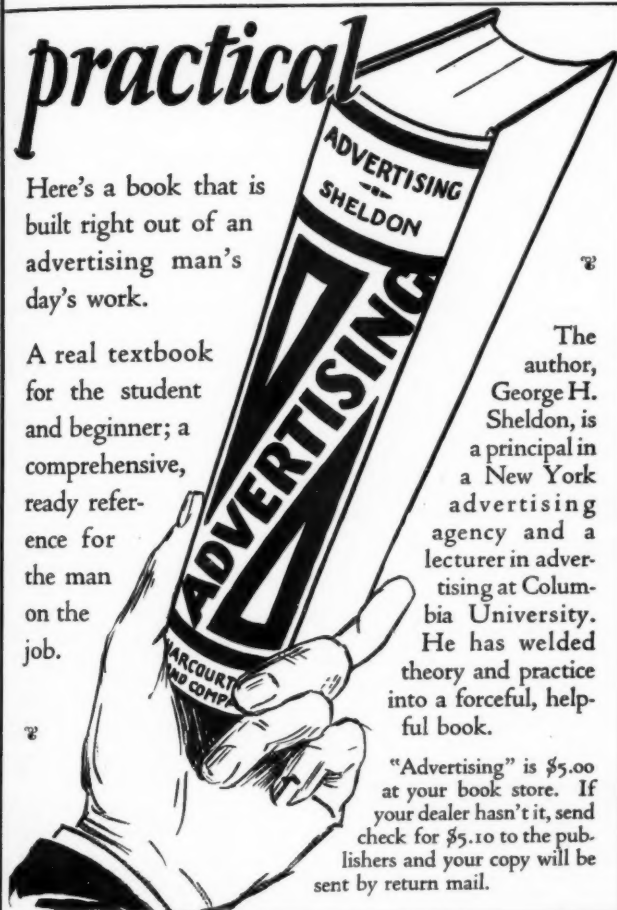
Here's a book that is built right out of an advertising man's day's work.

A real textbook for the student and beginner; a comprehensive, ready reference for the man on the job.

The author, George H. Sheldon, is a principal in a New York advertising agency and a lecturer in advertising at Columbia University. He has welded theory and practice into a forceful, helpful book.

"Advertising" is \$5.00 at your book store. If your dealer hasn't it, send check for \$5.10 to the publishers and your copy will be sent by return mail.

HARCOURT, BRACE & COMPANY
383 Madison Avenue, New York



WANTED

AN AGGRESSIVE, CAPABLE ADVERTISING MANAGER

A very successful Store of Specialty Shops (Men's and Women's ready-to-wear of the best character) in one of the largest cities of the Middle West, requires the services of a man who knows retail merchandising and sales promotion; who has good style-sense, and can write convincing institutional copy as well as sales copy that will bring results.

He must have sound judgment, good advertising ideas, and the ability to execute them while working harmoniously in a large organization.

For such a man we have a real opportunity. His salary will be commensurate with his ability and experience.

Our first judgment must be based entirely upon your letter—so give us all details in strict confidence. Address "V," Box 113, care of Printers' Ink.

Wanted— Commercial Artist

Large studio in Boston has excellent opening for man or woman who can produce outstanding work in designs and colors. Write full details as to experience and salary expected. Send samples of work—these will be returned. Address "R," Box 110, Printers' Ink.

Salesmanager

Experienced, hard-working man, 30-45, to direct sales policies as well as personally sell for an established and reputable house. Experience in hardware trade desirable. Salary and commission basis. Give record of past connections, salary expected, age, etc. Address "N," Box 258, Care of Printers' Ink

market, and it is apt to enjoy a remarkable sale.

We have in mind a new line of salt shakers manufactured by The Williams and Green Company. It is known as the "Nature Shakers" specialty. Lifelike reproductions of beautiful birds and animals are made into practical salt and pepper shakers. The solemn owl shakes salt from his wise eyes; the lark and penguin distribute pepper.

The old line should be freshened up, every so often, by ideas in merchandise which may make the veterans in the business squirm.

Electrotypers Discuss Management Problems

Problems pertaining to the business end of electrotyping were given primary attention by 150 members of the International Association of Electrotypers at their twenty-eighth annual convention, which was held at Chicago on September 17, 18 and 19.

Members of the association, in seeking to increase their sales volume, were urged by H. G. Guiteras, field secretary, to concentrate more on legitimate sales efforts and to avoid unfair methods of competition such as selling below cost of production, resorting to excessive entertainment and plain bribery.

Practical shop problems were brought up before a special research conference while problems regarding the business end were discussed at a cost conference.

J. S. Love, of New York, stressed the results which electrotypers had achieved through the use of house-organs as a means of getting in touch with new trade, how they served as a continued contact with old trade and how they served to personalize the company and explain its policies.

The association elected the following officers for the coming year: President, William J. Onink, Jr., Buffalo, N. Y.; first vice-president, Ralph Schwarz, Cleveland; second vice-president, C. J. Hirt, Toronto; secretary-treasurer, George W. Beever, Baltimore, and statistician, Fred W. Gage, Battle Creek, Mich. The convention next year will be held at Montreal.

J. J. Griffin has joined the advertising staff of the Guaranty Trust Company, Detroit.

COPY MAN

who has successfully handled several national accounts seeks a new connection. This man can dig out the essential facts, and tell a sales story in a simple, interesting, convincing manner.

He has keen, analytical mind and a broad background of advertising and selling experience. University graduate; in early thirties; now earning \$5,000.

Address "K," Box 256, Printers' Ink

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Registers Slogan for Safe Deposit Locks

SARGENT & GREENLEAF, INC.
ROCHESTER, N. Y.

Editor of PRINTERS' INK:

Will you kindly let us know if anyone has used the following slogan in connection with locks?

We use this slogan for our changeable key safe deposit locks. Whenever a customer rents a safe deposit box, he is handed a sealed envelope containing two keys. This envelope is sent by us, sealed, directly to the bank. Therefore, no one has seen or touched the keys from the time they leave our hands until they reach the renter. After receiving the keys from the custodian, the renter sets the tumblers in the locks to these keys (of course, under the supervision of the custodian).

Since the lock is reset to new keys he is protected from the past (any keys which might have fitted the lock before) and also since, if the box is ever rented again, the lock will again be reset to new keys, he is insured against the future. Hence the phrase:

"A Safe Deposit Lock That Protects the Present from the Past and Insures the Future."

SARGENT & GREENLEAF, INC.
W. R. HILL,
President.

F. O. Schubert with Natamsa Publishing Company

Frederick O. Schubert, recently with the Chilton Class Journal Company, has joined the staff of the Natamsa Publishing Company, New York, publisher of the *Savings Bank Journal* and *Travel Talks*.

Joins Caples Agency

Harold G. Anderson, recently with The Blackman Company, Inc., New York, has joined the Tampa office of The Caples Company, advertising agency.

Otis G. Crass Dead

Otis Gray Crass, manager of the display advertising department of the Salt Lake City, Utah, *Tribune*, died recently at that city. He was fifty years old.

A Real Opportunity

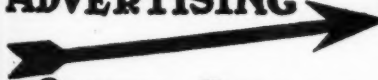
is offered to a live advertising solicitor on the leading independent medical journal of America. We want a man with a successful record and who is familiar with advertising agencies in the Eastern and Western territory. One who understands the immense value of medical journal advertising; a man with vision and enthusiasm. Please state experience, salary and qualifications. Address "G," Box 253, care of PRINTERS' INK.

THE
WINSTON-SALEM SENTINEL
leads all North Carolina
dailies in audited home cir-
culation.

Business is good in North
Carolina's largest city.

THE TWIN CITY SENTINEL,
WINSTON-SALEM, NO. CAR.

CANADIAN ADVERTISING



CALL IN

SMITH, DENNE & MOORE

LIMITED.

TORONTO—92 Adelaide Street West

PRINTING EXECUTIVE

A man of widest, practical experience and high accomplishment in every branch of printing, from the artistic creation of exclusive de luxe editions to the mass book and periodical production. At economical cost. Knows thoroughly every phase of engraving, composition, electrotyping, press work, binding, mailing or other delivery. No detail too small; no problem too great.

Has organized and successfully directed some of the largest plants in the country. House endorsements prove that he has not a flaw in his record.

Address "E," Box 250, care of Printers' Ink.

Circulation Promotion Man Wanted

A high-grade circulation promotion man is wanted by an Eastern publication nationally known. Newspaper experience required. No premiums, popularity contests or stunts, but straight promotion on basis of merits of publication is planned. Reply, giving age, experience, qualifications, salary, last or present place. Address The Patterson-Andrew Company, 1 Madison Avenue, New York City.

WE WANT AN ADVERTISING MAN

to sell printing to Advertising Men. Personality is essential. A wide acquaintance is helpful. For a man who has the stuff in him the rewards are large under our liberal profit-sharing arrangement.

Address "Q.," Box 236, Printers' Ink

DISPLAY ADVERTISING SPECIALIST

Originator, Creator, Inventor of window displays, cutouts, etc.

Recognized authority on mechanical appeal advertising.

Don't waste time unless you can use and pay for exceptional ability.

Only large advertising agency, lithographer or printer considered.

Not an order taker, but an expert contact man with several national accounts.

Yes, a worker, combined with ability.

Address "P.," Box 252, care Printers' Ink.

August News Print Production

Statistics of The News Print Service Bureau, New York, show that the production of news print in the United States during August, 1925, amounted to 120,902 tons, compared with 121,113 tons in July. Total production for the eight months ended August 31, is reported at 1,002,495 tons, or 17,831 tons ahead of the same period last year.

Canadian production for the month of August was 120,656 tons. This contrasts with 121,664 tons in July. For the eight-month period ended August 31, production amounted to 988,764 tons, or 81,671 tons ahead of the same period in 1924.

The total production of news print in the United States and Canada for the month of August amounted to 241,558 tons, a decrease of 1,219 tons when compared with July. Combined production for 1925 to date is 1,991,243 tons. This is an increase of 98,902 tons over the combined production for the first eight months of 1924.

Tire Chain Account to Canadian Agency

The B. Greening Wire Company, Hamilton, Canada, maker of Hoff tire chains in Canada, has appointed the Hamilton Advertisers' Agency, Ltd., also of Hamilton, to direct its advertising. A campaign, using motor trade papers, newspapers and magazines, is being planned.

Appoint A. P. Bellisle

The Corning, Calif., *Observer*, has appointed The A. P. Bellisle Company, publishers' representative, San Francisco, as its national advertising representative. This company also has been appointed to represent the Gilroy, Calif., *Evening Dispatch*, which was started recently.

New Publication for Plumbing Trade

The Plumbers Trade Journal Publishing Company, New York, will shortly begin publication of *The Plumbing and Heating Jobbers' Salesman*. It will be issued monthly.

I'm Running This Advert (a l'Anglaise) to tell the world I'm ready for a writing job

Of course you know where men are men. I hail from there. I left Texas last Monday; now residing in Manhattan. Am therefore a typical New Yorker. I'm under thirty but—I have had wide business experience. I can write. And how! It's been said that the open spaces have given me a fresh style and viewpoint; I'm told that's what makes good copy. Because I have not exactly been in the advertising business heretofore—and because it will be at least six weeks before I'll be able to command a respectable wage—here's somebody's chance to grab off a live buy. I'll start at an apprentice's hire. How much am I bid? Say when!—and where!—and who! Address: "M.," Box 251, care of Printers' Ink.

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

An unusual mail-order opportunity reaching 40,000 of the best consumer-buyers in the United States. The entire cost is only 1c a name, including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York.

Chicago Representation

If you have a real paper of merit I will give you real service. Commission basis. Highest references. Investigate. Box 931, Printers' Ink, Chicago Office.

An unusual opportunity with small investment is offered to a young man of executive ability, business acumen. Experience in mail home correspondence courses necessary, also knowledge of printing literature, display work and general constructive knowledge. Give complete details. Box 917, Printers' Ink.

Time To Get Busy

Publishers interested in securing an established eastern representative, well-known to those controlling advertising accounts and who produces the maximum of orders, will find it to their advantage to communicate with Box 914, Printers' Ink.

Special Representative Wanted

New York, Chicago, St. Louis, Kansas City, Atlanta, and Pacific Coast to represent a new national weekly newspaper devoted to news of the moving picture industry. This will be a money maker for some special. Give full information in your answer. Box 916, care of Printers' Ink.

TRADE JOURNAL WANTED

We are desirous of taking over a second trade journal in any good field; must be on a self-supporting basis and reasonable price. Send sample copy and complete details, including lowest price, annual gross revenue, etc. All replies will be held in confidence. MUSIC TRADE NEWS, 25 W. 42nd St., New York City.

EASTERN REPRESENTATIVES WANT PUBLICATION

Due to increase in organization, Eastern Representatives, established 4 years, can give ONE more mail order, farm paper or trade paper thorough representation in East. Only firmly established publication with real REASON for existence will be considered. To such a publisher we can show a real record in FIGURES. Box 935, Printers' Ink.

RED BIRD—Wants a reliable sales agency or jobbing house in every large city. 100% net proposition. New, useful and practical respirator retailing at 25c. Write at once. Red Bird Laboratories, Valparaiso, Indiana.

Wanted—Advertising representative for a hardware trade journal, strictly commission basis, to represent us in St. Louis territory and also a man for the Chicago territory or would consider a man to cover both territories. Address Box 925, Printers' Ink.

HELP WANTED

TRADE JOURNAL WANTS MAN OR WOMAN for make-up desk, familiar with work in publishing office. State experience, age, and salary required. Box 933, Printers' Ink.

ARTIST—An opening for good, all-around commercial man with distinctive pen technique in Southern city. Send samples and give qualifications. Box 924, Printers' Ink.

A small agency with a growing list of substantial accounts wants a copy man with the ability to make presentable layouts. Agency experience is essential. Send samples (finished and unfinished) and complete details to Box 922, P. I.

Growing New York agency wants man thoroughly experienced in agency practice to handle copy, art and mechanical production. Position means responsibility, opportunity, real future. Give fullest information about yourself and your experience. Box 936, Printers' Ink.

We want a young man of pleasant personality and sales ability. Unusual work of interesting nature and promising future to represent a group of men and to sell their services to the leading advertising agents and national advertisers. Write, giving age, experience and present salary. Box 950, Printers' Ink.

Advertising Display Salesmen: We manufacture Genuine Photographs for window and counter displays, also a complete line of direct-mail advertising, and have a few choice territories open for high-grade salesmen, commission basis, exclusive territory. Address The Garraway Company, Rutherford, New Jersey, giving full particulars as to experience, references, etc., in first letter.

Substantial agency needs young man to take charge of purchasing engravings, electrotypes and miscellaneous printed matter and to handle estimating with printers, giving specifications, etc.

Must have agency experience covering publication and printers' requirements and in working with layouts in ordering engravings. Write, giving references and a short account of your qualifications for the job to Box 944, Printers' Ink.

COPY AND PRODUCTION MAN

WANTED by agency doing mainly newspaper advertising. After period of probation, may be allowed to obtain interest in firm. Write—do not call—giving full experience with exact dates. Send 22 samples of work and return envelope. Hirsch Advertising Agency, 303 Fourth Avenue, New York City.

WANTED—A salesman to sell the output of a lithographing department in Advertising Cut-Outs, Window Trims, Show Cards and other forms of Color Displays. The general salesman will not do. This opportunity calls for a man with specialized training and a mental bent for creating and selling Lithographed Products in these forms. The house he will represent is noted for the original quality of its work and the superior character of its commercial art. Box 919, Printers' Ink.

WANTED: A PROMOTION MAN

Metropolitan daily in city of two hundred twenty-five thousand located in South wants a promotion man to take charge of newly-established promotion department. We prefer a man who is now an assistant in the promotion department of some large metropolitan daily. The man we are looking for must be an executive capable of taking entire charge of department, must be statistician enough to develop facts and figures regarding the paper and then be able to write a convincing advertisement with the facts developed and must come well recommended. With first letter enclose photograph, giving age and by whom employed during the past five years, also what salary expected. This is a real opportunity for a man who can fill the place. Address Box 913, Printers' Ink.

A Man to Prepare Circulars That Sell

Don't want AVERAGE copy writer or amateur "layout" artist—but a salesman first of all—a trained merchandiser who can gather facts, analyze, plan and build "wordless," picture-style, coupon, action-getting advertising for publications and direct mail for famous Chicago office appliance manufacturer. Must show numerous samples of unusually successful advertisements—and direct mail pieces printed in SEVERAL colors. This is no easy "position" for the inexperienced or mediocre—but well-paid fascinating work for a tireless, hard-hitting enthusiast not over 35, who is looking for at least a 10-year opening IMMEDIATELY. Reply in *De Luxe* proposal style, with photo. State age, nationality, religion, university training, all employers and exact duties with each, salary wanted, etc. Replies kept confidential. Box 928, Printers' Ink.

ADVERTISING AGENCY SOLICITOR WANTED

Young man with agency experience, Christian. Will be given leads and an unusual opportunity in a financially sound agency. Commission basis. Give references, age and experience. "Ad. Agency," Box 918, Printers' Ink.

Sales promotion man is wanted by large nationally known New England manufacturer. Splendid opportunity for an experienced, young, live-wire direct-mail man who combines executive and copy writing ability with a knowledge of printing and engraving costs. Write fully, stating experience and salary expected. Box 938, Printers' Ink.

AGENCY SERVICE MAN AND SOLICITOR WANTED

Opportunity with a rapidly growing well established advertising agency now handling several national accounts, for man whose experience qualifies him to contact and develop accounts and solicit new business. Write fully, stating age, salary expected and references. Box 915, P. I.

SALES PROMOTION MAN

One of the largest manufacturers of motorcycles is looking for a man who can step into a busy sales promotion department and make it hum with results. Must be familiar with every phase of direct mail, competent to handle printing and engraving, experienced in writing copy and making layouts for trade papers, folders, broadsides, etc. Preferably a man, 25 to 30, who has been a motorcycle rider. Splendid opportunity. Sell yourself in your letter of application and submit a few samples of your work. Be sure to state experience, qualifications, salary expected. Write Box 939, P. I.

MISCELLANEOUS**Acme Coin Mailers**

Made in 12 styles. Large advertising space. Holds money securely. Dodd Printing Co., Fort Madison, Iowa.

POSITIONS WANTED

Young man (24, university graduate) desires connection with publishers' representative or agency. Three years' newspaper experience, market research and soliciting. References. Box 920, P. I.

ARTIST

Young man seeks reliable position with agency doing general art work. Two years' experience. Willing to start at \$25. Box 923, Printers' Ink.

Distinctive Copy Service

Complete campaigns—features—readers verse—house-organs published—advertisers anywhere. Write—Forrest W. Tebbets—623 Knickerbocker Bldg.—N.Y.C.

MAIL-ORDER CATALOG MAN

Six years' experience producing general merchandise catalog. Thorough knowledge every phase. Produced complete 248-page catalog myself. Layout, copy, art-work, engravings, printing, mailing experience. Four years as fashion artist. Sincere worker. Salary moderate. Age 28, single, good education. Box 930, P. I.

Secretary to Vice-President in charge of Sales Promotion; graduate Blanchard Advertising Course; seeks agency position with opportunity to write copy; male; 26. Box 942, Printers' Ink.

Space Buyer—office manager; thorough knowledge of media, mechanical detail and accounting; 10 years' agency experience—seeks connection, preferably Detroit or Chicago. Married. Box 929, P. I.

FILE CLERK

Four years' thorough advertising agency experience, also sales and follow-up work. Takes charge of department. Box 934, Printers' Ink.

Commercial Artist

Free-lance; high-grade work; good lettering; original ideas; reasonable charges. Box 937, Printers' Ink.

ADVERTISING MAKE-UP MAN

Limited selling experience. Now employed as manager of make-up department. Desires change to position which involves some soliciting. Moderate salary. Will travel. Address Box 947, Printers' Ink.

At Your Service!

Fountain pen and typewriter manipulated by young man who knows how to drive them to success ambitiously conscientiously and effectively. Box 945, P. I.

Advertising Man, Merchandiser—Age 27. Direct Mail, Magazine, Newspaper—8 years' experience. Five years with large Eastern varnish manufacturer. Designs, prepares and follows through campaigns without staff of assistants. N. Y. U. man. Address Box 932, Printers' Ink.

Young woman with advertising agency and other business experience wants a job with real work and real money in it. College graduate, age 29. Christian, unmarried. Experience: marketing investigations, and reports, some writing, department store selling, stenography and office routine. Beginning salary \$40. Box 943, P. I.

Advertising Salesman—Capable, reliable, energetic worker; seasoned, successful experience in large national magazine, class and trade publication fields; wide acquaintance New York and Eastern accounts and agencies; highest references; available for publisher seeking first-class man; strict confidence. Box 940, P. I.

Managing Editor—40, in charge general production (all departments) national trade paper (New York)—seeks enlarged opportunity with aggressive publisher or agency. Successful originator and forceful sales executive. Specialist in advertising and editorial co-ordination. Extended U. S. and Canadian experience. Exceptional references. Box 948, P. I.

SALES PROMOTION DIRECT MAIL

Young man, experienced planning, laying out and writing effective sales letters, folders booklets, dealer helps, etc. College graduate. Capable organizing and building up department or assist in established department. Prove worth on reasonable initial salary. Address "Advertiser," 109 Hampton St., Cranford, N. J.

WE CONNECT THE WIRES

TELL us about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

ASSISTANT TO SALES MANAGER—

Young woman with thorough experience managing detail work large sales department and conducting correspondence with customers and salesmen. Accustomed to responsibility and to acting in absence of chief. Formerly secretary and expert stenographer. Box 921, Printers' Ink.

You Successful Men

lament that you search in vain for workers with executive ability, enthusiasm and tenacity. You will find me an advertising visualizer and promoter with all of the above qualities and an art training. Box 946, Printers' Ink.

ADVERTISING MAN

Here is a young man of the executive type (28) with agency training, who can write productive advertisements, sales literature, and make attractive layouts; knows typography, mechanical detail, art and reproduction work thoroughly; a trained salesman and office manager. Salary \$3,000. Box 941, Printers' Ink.

ADVERTISING and sales manager, excellent record, seeks a real opportunity; has handled men, originated sales plans and developed business, writing and directing complete advertising campaigns for years; he has a pleasing, convincing personality and is square as a die; one of the ablest original writers in advertising; paid contributor to *Printers' Ink*; he can sell in person and by mail and teach others to; he is 35 and responsible; worth \$7,500 per year. P. O. Box 284, Madison Square Station, New York City.

Written-Salesmanship and Picture-Salesmanship Are Available

in the services of an advertising manager and house-magazine editor of well-known ability and through-the-mill experience. He knows how to put live interest into dry subjects, and how to put effective salesmanship in any style from a technical treatise to a humorous verse, in any space from a broadside to a column-inch. The house-magazine he now produces has a circulation of 120,000 copies monthly and helps to sell high-class goods at a highly satisfactory profit. For particulars address Box 926, Printers' Ink.

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PALL MALL—Copy for Pall Mall advertising has always been the high grade as well as the most beautiful. The Wm. H. Rankin Co. has been privileged to add to the Pall Mall reputation for the high grade newspaper and magazine advertising.

WM. H. RANKIN COMPANY *Advertising*

342 Madison Ave., N. Y.

Phone: Murray Hill 9300

Albee Bldg. Peoples Savings Bank Bldg.
Washington Akron

San Francisco

Tribune Tower, Chicago

Phone: Randolph 6600

Bankers Trust Bldg. 32 Front St. West
Philadelphia Toronto

London

One great newspaper shoots ahead of 38 other metropolitan dailies

The chart below, interesting to manufacturers and to all associated with advertising projects, is based on figures prepared by the Statistical Department of the G. H. Mead Company, of Dayton, Ohio. They indicate the progressive character of The Chicago Tribune and the advertising advantages of The Tribune through its domination of a rich and responsive market:

Percentage of advertising Lineage of 39 leading metropolitan newspapers and The Chicago Tribune

For the past 5 years				
Daily		Sunday		
39 Papers	The Tribune	21 Papers	The Tribune	
1920....	100	100	100	100
1921....	85.0	87.9	87.9	90.2
1922....	87.9	101.2	91.5	102.6
1923....	95.4	109.2	101.1	109.9
1924....	95.5	110.9	101.6	110.3

These figures show that 1920 was the big year in newspaper advertising lineage. Taking the average lineage figures, 39 large metropolitan dailies have not yet succeeded in getting back to their 1920 figures. Last year they averaged 95.5 of 1920 lineage. That was their highest point since 1920. The Chicago Tribune last year carried 111% of its 1920 lineage.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

24, 1925

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